

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**

13 August 2025 at 6.00pm

Marnie Lock

Acting Chief Executive Officer



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 2 July 2025 be taken as read and confirmed.

6. Presentations

6.1 Society Studio

Newly appointed marketing consultancy to deliver 'Market Impact' planning session with the committee to inform the development of the Jetty Road Marketing Plan.

6.2 Small Business Commission

Ms O Anemouri of the SA Small Business Commission will be presenting information on support and programs available for small businesses during the Transforming Jetty Road Project

6.3 Transforming Jetty Road Project

Ms C Armfield, Project Manager to provide an update on the Transforming Jetty Road Project

Questions by Members

7.1 Without Notice

City of Holdfast Bay Page 2



7.2 On Notice

7.2.1	Jetty Road Advertising Campaigns – R Shipway	(Report No: 253)
7.2.2	Jetty Road Precinct Signage - R Shipway	(Report No: 254)
7.2.3	Jetty Road Trader Parking – G Martin	(Report No: 255)

8. Reports By Officers

8.1	Items in Brief	(Report No: 256)
8.2	Monthly Finance Update	(Report No: 257)
8.3	Jetty Road Events Update	(Report No: 258)
8.4	Winter Activation	(Report No: 259)
8.5	Marketing Report	(Report No: 260)
8.6	Gift Card Update	(Report No: 261)
8.7	Request for Co-funding – Micro Grants Program	(Report No: 262)

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 3 September 2025 in the Mayor's Parlour – Glenelg Town Hall, Moseley Square, Glenelg.

11. Closure

Marnie Lock

Acting Chief Executive Officer

City of Holdfast Bay

Item No: 7.2.1

Subject: QUESTION ON NOTICE – JETTY ROAD ADVERTISING CAMPAIGNS

Question

Jetty Road Committee Member R Shipway asked the following questions:

"Seeking information and updates on the following Jetty Road advertising campaigns:

Active radio campaign:

- Progress report
- Confirmation of the end date
- Is it worth continuing and change messaging

Digital advertising activity

- Is there digital advertising live for Jetty Road?
- Provide Spendmapp data to show highest value postcodes and most frequently visited postcodes. If yes, can advertising target these postcodes with specific messages to shop local on Jetty Road"

Background

In June 2025 the JRMC requested a radio campaign to be implemented for a Jetty Road Glenelg precinct winter visitation campaign to provide promotion in the off-peak season until the marketing consultancy was contracted in August 2025. Quotes from three radio stations were sought with SAFM/Triple M the successful proponent.

Answer – General Manager Community & Business

The winter visitation radio campaign began on 16 June 2025 and will continue through to 28 August 2025. Southern Cross Austereo (SCA), encompassing the LISTNR digital platform, SAFM, and TRIPLE M stations, will provide a comprehensive report following the conclusion of the campaign. The campaign encompasses a suite of deliverables that includes pre-recorded commercials, sponsored airtime during key dayparts such as drive-home, school pickup times, and weekends, as well as live reads in both breakfast and drive-time segments, complemented by targeted digital audio campaigns across LISTNR's streaming channels and podcasts.

In total, there are 2,012 campaign spots, which do not include digital impressions that are separately estimated. The LISTNR platform - including live radio, music streaming, and podcast listeners- is projected to reach around 100,000 individuals. Meanwhile, on SAFM and TRIPLE MMM, the message is expected to reach approximately 715,600 people, each hearing it an average of 11.5 times throughout the campaign period. Additionally, there are an estimated 120,000 targeted digital audio impressions

Jetty Road Mainstreet Committee Meeting: 13 August 2025 Council Report No: 253/25

Marketing consultancy Society Studio will review the campaign's effectiveness and determine whether to recommend an additional burst or follow-up activity, integrating this into the broader promotional calendar.

Society Studio will be provided with any available postcode data required to enable the development of the JRMC's marketing and promotional plan.

Item No: 7.2.2

Subject: QUESTION ON NOTICE – JETTY ROAD PRECINCT SIGNAGE

Question

Jetty Road Committee Member, R Shipway asked the following question:

"Seeking information and updates on precinct signage that is directional but aesthetically pleasing and about "building a better..." style messaging

Background

On 4 August 2025 the Transforming Jetty Road project commenced in the coastal and transition zones subsequent to the completion of construction in the city zone.

Answer – Manager City Activation

Following the establishment of the construction compound and confirmation of Department of Infrastructure and Transport's (DIT) signage provision the first phase of signage for the Transforming Jetty Road project has been developed. This consists of directional signage at the replacement bus stops at Wigley Reserve guiding patrons to Jetty Road via Moseley Square or Sussex Street as well as footpath decals along these routes. Installation was completed on 8 August.

Open for business signage was installed throughout the precinct along construction fenceline and light poles in the precinct including along the Esplanade coast path, from Glenelg to Kingstone Park. Clear pedestrian crossing signage has been affixed at pedestrian intersections to clearly delineate where safe crossings across Jetty Road are located.

The amount, type and messaging of signs will be reviewed regularly to ensure the most appropriate signage is in place to assist businesses and visitors to the precinct.

Refer Attachments 1 & 2

Attachment 1





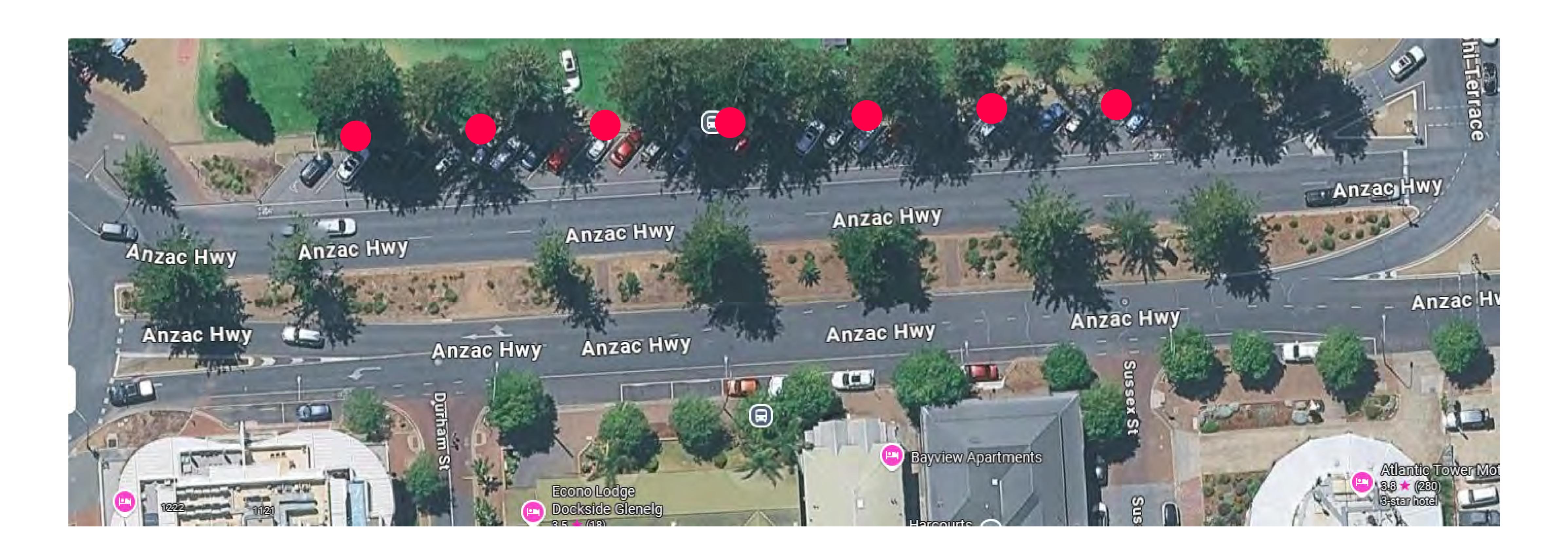
date client project -

04.08.2025 City of Holdfast Bay Footpath Directional Decals

1300 136 822 sales@signsofthetime.com.au

Quantity 7 - Along bus stops, Wigley Res. Anzac Hwy 800mm Diameter Footpath Decals







client project -

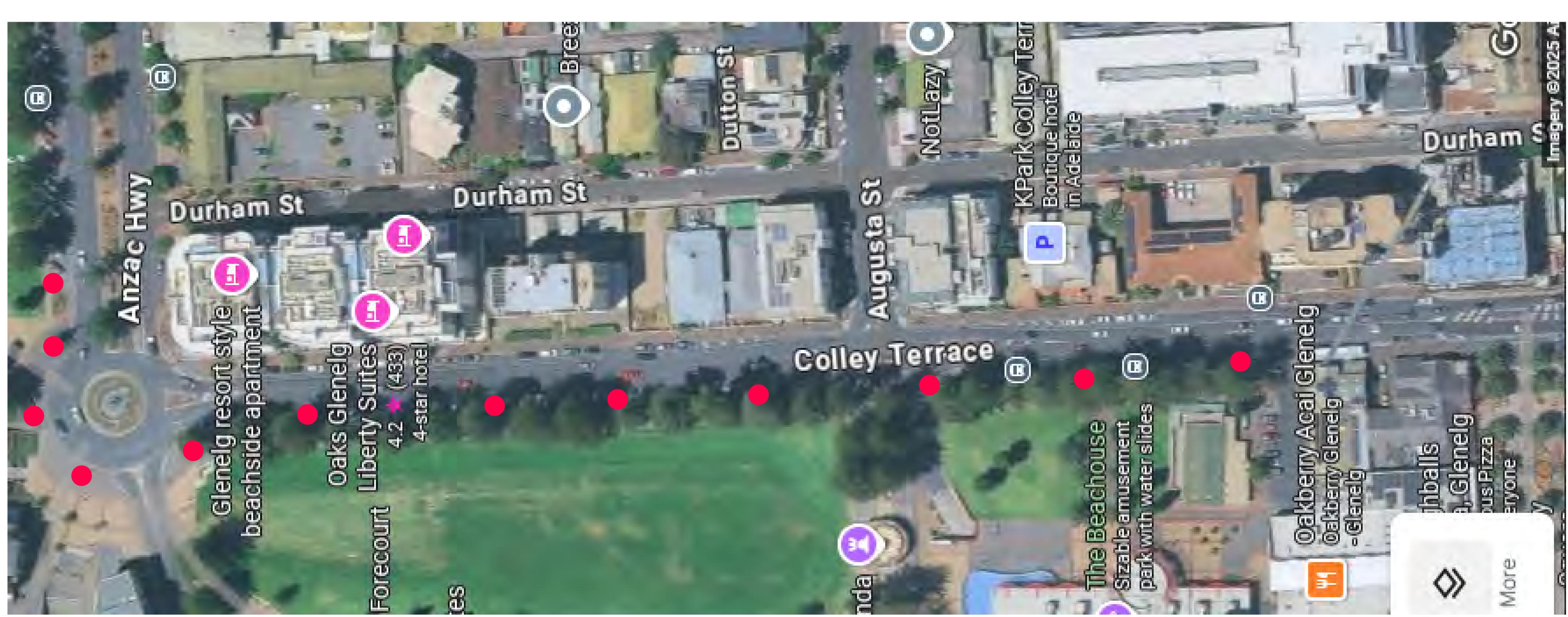
date -

04.08.2025 City of Holdfast Bay Footpath Directional Decals

1300 136 822 sales@signsofthetime.com.au

Quantity 11 - Directing along Colley Tce 800mm Diameter Footpath Decals







date client project - 04.08.2025 City of Holdfast Bay Footpath Directional Decals

1300 136 822 sales@signsofthetime.com.au

Quantity 1 - Directing to Sussex St - East end Just after Bus stops. 800mm Diameter Footpath Decals





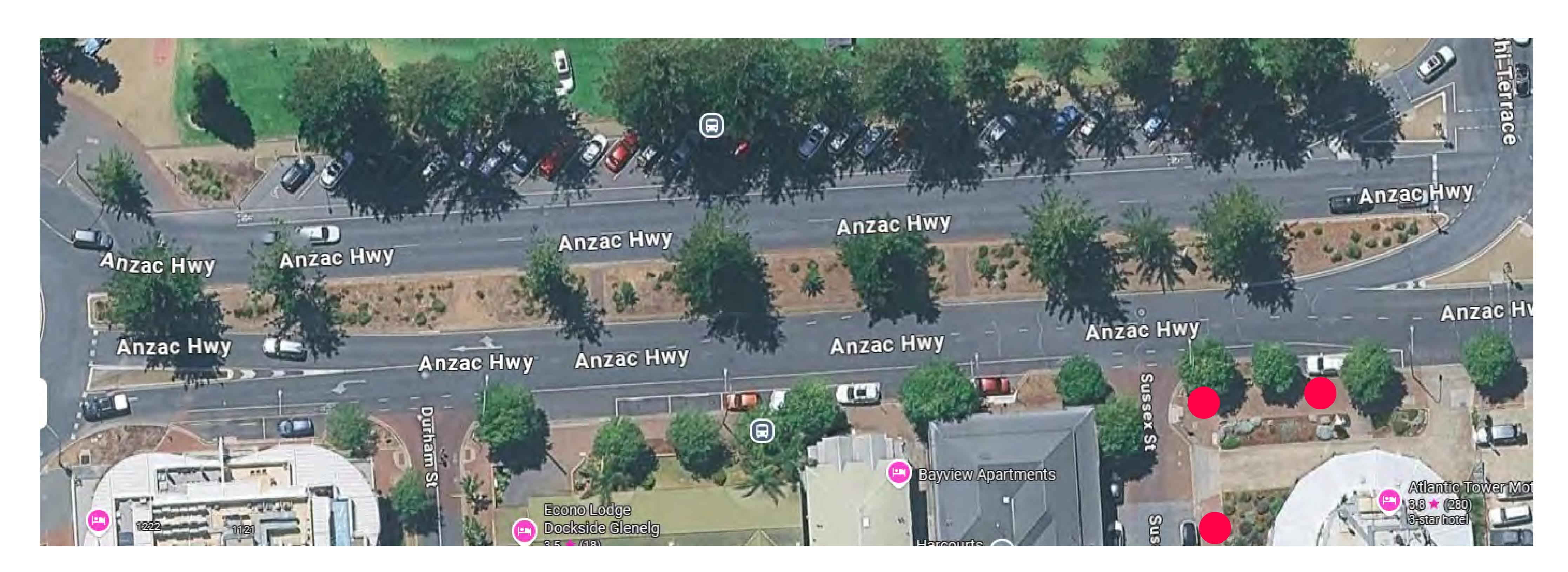


date client project - 04.08.2025 City of Holdfast Bay Footpath Directional Decals

1300 136 822 sales@signsofthetime.com.au

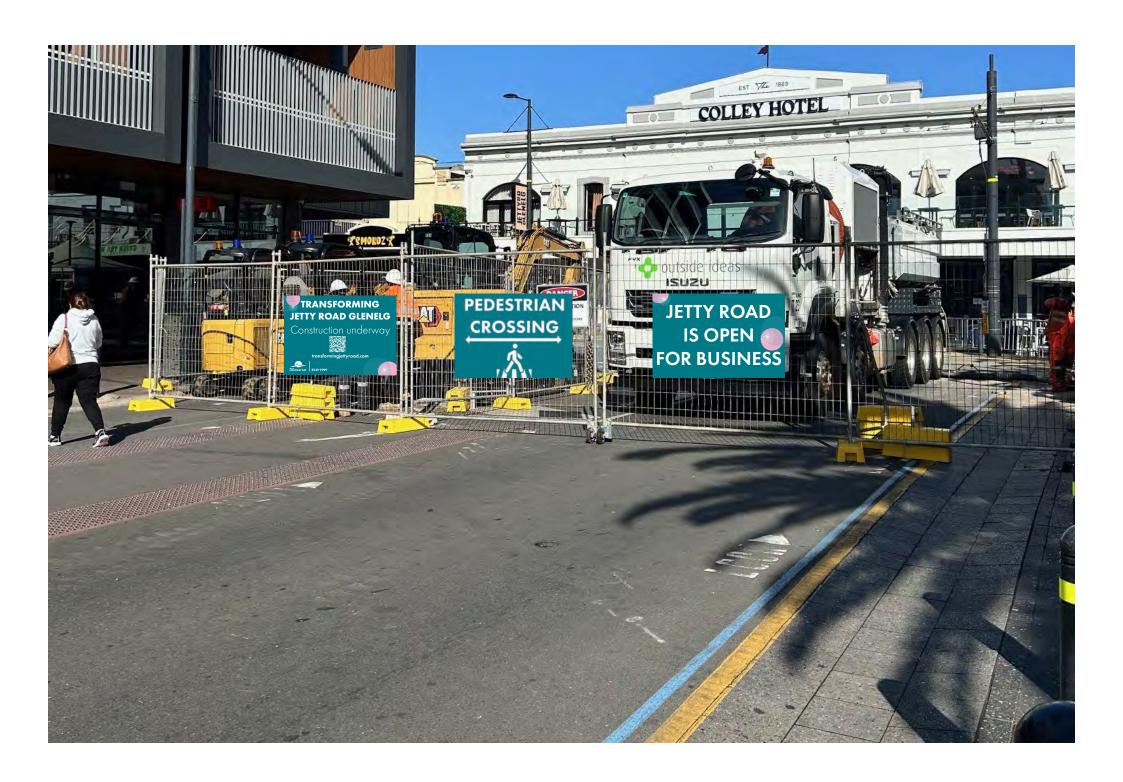
Quantity 3 - Other side of Anzac Hwy heading up Sussex St. 800mm Diameter Footpath Decals

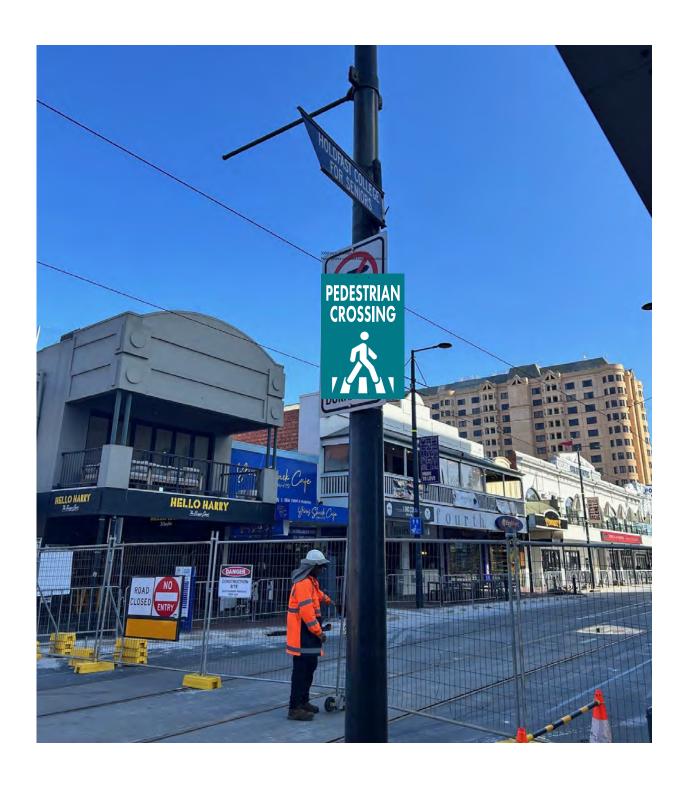


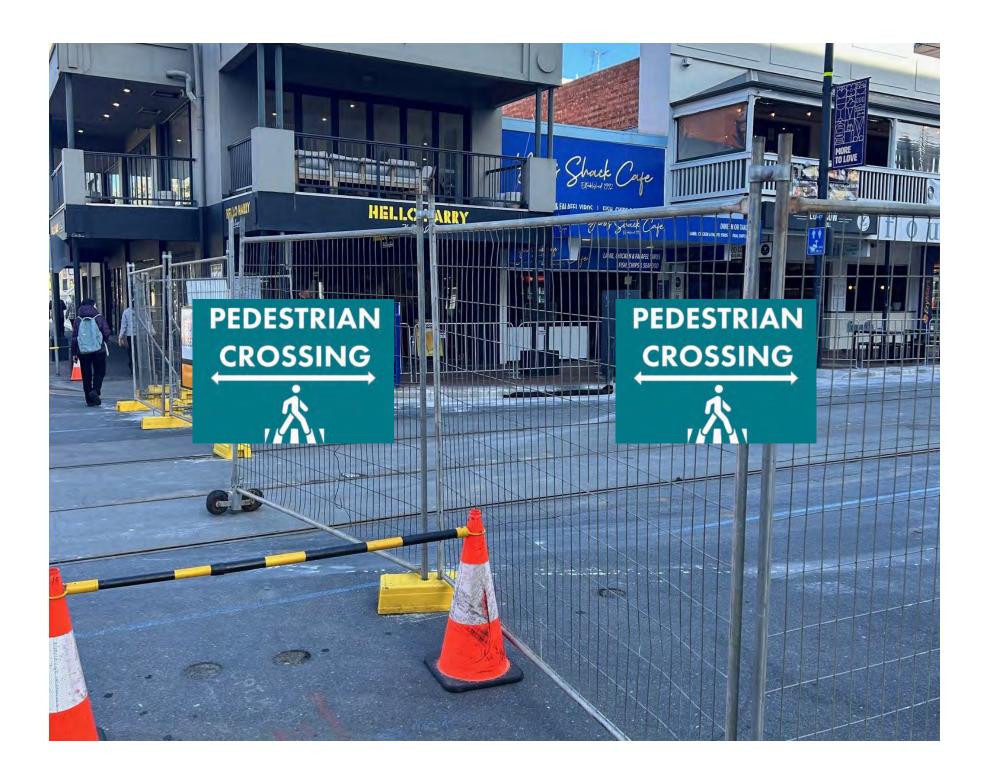


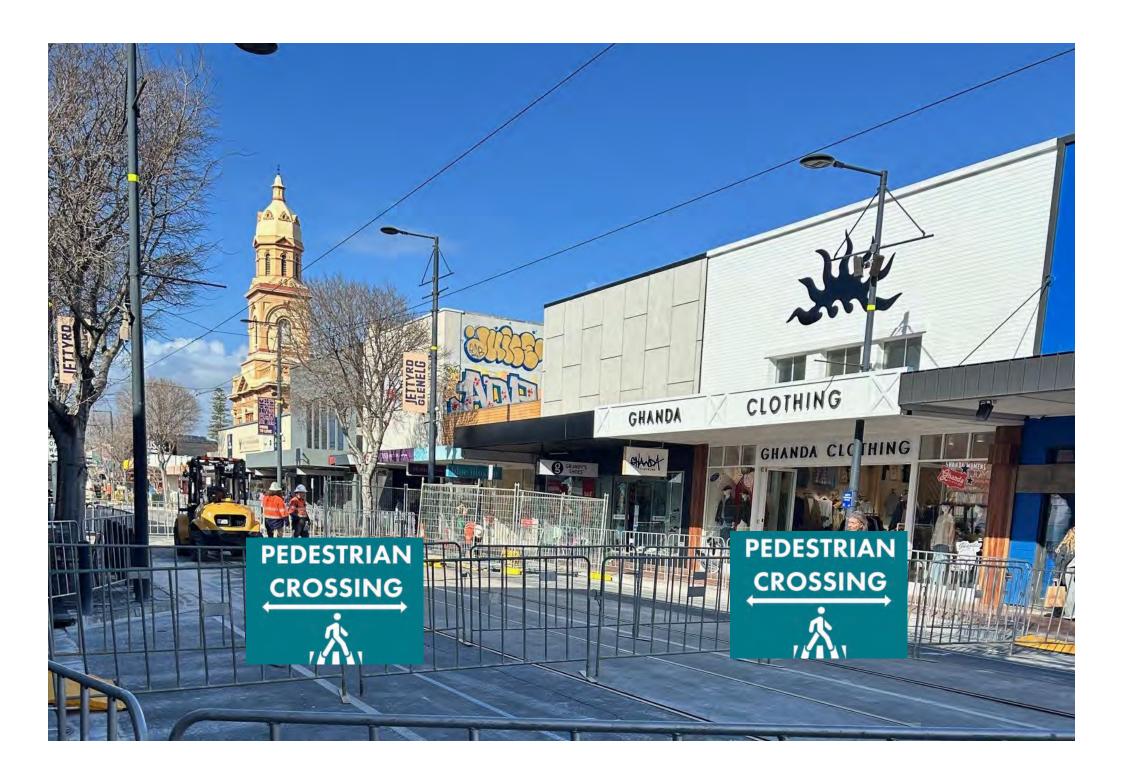
Attachment 2

















Item No: 7.2.3

Subject: QUESTION ON NOTICE – JETTY ROAD TRADER PARKING

Question

Jetty Road Mainstreet Chair G Martin asked the following question:

"With the Transforming Jetty Road construction underway and Elizabeth Street carpark being used for construction staff, what parking is available for Jetty Road Trader parking closer to Moseley Square"

Background

During the city zone construction, Jetty Road Traders were offered free parking at Partridge Street carpark. Changes to the streetscape around the transition and coast zones have removed parking for construction, concerns raised regarding where the Traders will park closer to Moseley Square.

Answer - General Manager Community & Business

Free car parking passes for the top level of the Partridge Street carpark (eastern side) will soon be made available to businesses in the Coast and Transition zones. The passes will be valid through to end January 2026. Information was circulated to Jetty Road Traders on 31 July 2025 requesting businesses register their interest to receive parking passes, via email transformingjettyroad@holdfast.sa.gov.au website before Friday 8 August 2025.

Nearby off-street (timed and untimed) parking options are available on High Street, Augusta Street and ANZAC Highway (centre island).

Jetty Road Mainstreet Committee: 13 August 2025 Report No: 256/25

Item No: 8.1

Subject: ITEMS IN BRIEF

Summary

These items are presented for the information of Members.

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

Recommendation

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

1. Celebrate Holdfast Shop Local program

Report

1. Celebrate Holdfast Shop Local program

The City of Holdfast Bay is introducing a shop local program across the city and will launch and pilot the program in the Jetty Road precinct from Monday 4 August 2025.

The initiative is all about encouraging residents to discover the value of supporting local. The only identification will be to provide proof of residing in Holdfast Bay.

The aim of the shop local campaign is to create offers/incentives from businesses that feel personalised, community-first, and rewarding for both shopper and businesses.

With the transformation of Jetty Road, it is proposed a pilot program launched in Jetty Road Glenelg would support businesses during the construction phase.

The initiative would encourage residents to shop locally by offering added value through exclusive reward, bundled offers, instore initiatives (VIP events), discounts, incentives, and utilise the Holdfast Bay and Jetty Road business directories as their go to source for all things shopping, dining and services.

Businesses are required to register their offer via an online form which is being promoted via trader e-news and individual instore visits from the Business Development Partner.

There will be a separate landing page on each website that will draw data from the business directories and highlight on each entry what the offer is for residents.

Jetty Road Mainstreet Committee: 13 August 2025 Report No: 256/25

Written By: General Manager, Community and Business

General Manager: Ms M Lock

Item No: 8.2

Subject: MONTHLY FINANCE REPORT

Summary

This report provides an update on the Jetty Road Mainstreet income and expenditure as of 30 June 2025.

Recommendation

That the Jetty Road Mainstreet Committee notes this report.

Background

The Jetty Road Mainstreet Committee (JRMC) 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

This report presents a preliminary financial statement for the 2024-25 Jetty Road Mainstreet budget. While the figures remain unaudited and subject to finalisation, early indications suggest a budget surplus, primarily driven by an underspend in wages.

As the Jetty Road Mainstreet budget is fully funded through a separate rate, event sponsorships, and event-generated income, any unspent funds must be carried forward to the 2025-26 financial year. The estimated carry-forward amount is approximately \$110,000.

Refer Attachment 1

Budget variances

- Income shows a variance of \$18,697 which is due to lower than expect sales in advertising in the summer edition of the Jetty Road LOCAL magazine. Invoicing for the winter edition will appear in the August budget summary.
- Employee costs show a variance of \$70,740 due to vacant administration positions, the outcome of which is pending budget discussions.

Budget

Not applicable

Jetty Road Mainstreet Committee Meeting: 13 August 2025 Report No: 257/25

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 Officer

General Manager: Community and Business, Ms M Lock

Attachment 1



INCOME & EXPENDITURE STATEMENT 30 JUNE 2025

_	Annual Budget	YTD Budget	YTD Actuals	Variance	2022/23 Actuals	2023/24 Actuals
Revenue	707.445	707 445	707.440	(0)	047.000	000 000
General Rates Raised	707,115	707,115	707,112	(3)	617,629	•
Other Income	20,000	20,000	1,303	(18,697)	18,064	5,791
	727,115	727,115	708,415	(18,700)	635,693	666,029
Expenses						
Employee Costs	230,053	230,053	159,313	70,740	178,067	220,761
Sponsorships	25,000	25,000	25,000	-	25,855	40,595
Event Management	57,000	57,000	10,912	46,088	24,943	5,112
Food & Drink	5,000	5,000	1,838	3,162	1,734	4,342
Lighting	-	-	1,059	(1,059)	4,742	10,533
Gift Card Expenditure	-	-	-	-	6,191	6,210
Public Art Projects	15,000	15,000	-	15,000	6,191	6,210
Other Expenditure	5,000	5,000	11,126	(6,126)	698	2,447
Unallocated credit card expenditure	-	-	-	-	-	-
Marketing					-	
Social Media Management	10,000	10,000	7,061	2,939	47,258	
Signage	60,000	60,000	55,006	4,994	27,500	
Public Relations	58,000	58,000	8,228	49,772	22,096	
Publications	50,000	50,000	62,618	(12,618)	77,724	65,018
Advertising	52,000	52,000	37,256	14,744	5,359	
Promotions	40,000	40,000	42,856	(2,856)	35,566	
Marketing Contingency	33,495	33,495	25,629	7,866	15,378	34,867
Co-funded Events	-	-				
Winter Activation	75,000	75,000	75,000	-	40,088	
Summer Activation	50,000	50,000	50,000	-	50,000	
Seafood Festival	50,000	50,000	50,000	-	-	50,000
Spring Street Party	-	-	-	-	50,000	-
Special projects		-	50,000	(50,000)		-
	815,548	815,548	672,903	142,645	619,388	700,065
Net Profit/(Loss)*	(88,433)	(88,433)	35,512	123,945	16,305	(34,036)

^{*}Annual Budget includes carry forward amount from 2023/24 of \$88,433

INCOME & EXPENDITURE STATEMENT 30 JUNE 2025

		Annual Budget	YTD Budget	YTD Actuals	Variance	2022/23 Actuals 202	23/24 Actuals
Expenses		_	_				
Marketing							
Social Media Management		10,000	10,000	7,061	2,939	47,258	9,358
Signage	Bus wraps, Holdfast Walk and						
	light posts	60,000	60,000	55,006	4,994	27,500	12,000
Public Relations	PR, Blogs and Consumer News, Faces of Jetty Road,						
	photoshoot	58,000	58,000	8,228	49,772	22,096	52,528
Publications	JR LOCAL Magazine	50,000	50,000	62,618	(12,618)	77,724	65,018
Advertising	Social Media advertsing, Website, Google Adwords,						
	YouTube advertising	52,000	52,000	37,256	14,744	5,359	26,541
Promotions	Shopping campaigns includ- ing Jetty Road Gift Card	40,000	40,000	42,856	(2,856)	35,566	38,543
Marketing Contingency	Marketing contingency includ-				()		
	ing brand roll out	33,495	33,495	25,629	7,866	15,378	34,867
		303,495	303,495	238,654	64,841	230,880	238,855

Item No: 8.3

Subject: JETTY ROAD EVENTS UPDATE

Summary

The Jetty Road Mainstreet Committee (JRMC), 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:

- approves to co-fund the Sea to Shore seafood festival for its recommended postponed date; and
- 2. notes the remainder of the report.

Background

The Jetty Road Mainstreet Committee (JRMC), 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 2026, noting Council's Annual Business Plan and associated 2025-2026 budget was endorsed on 23 July 2026.

Report

Council's events team is now in program development for individual events with detailed planning currently underway for events held from September 2025 to January 2026. An overview of the program and associated allocations is as follows:

Winter activation

Budget: \$75,000 (JRMC) with \$20,000 contribution from Council for outsourced event coordination.

Proposed date/s: During August to October 2025

Jetty Road Mainstreet Committee Meeting: 13 August 2025 Report No: 258/25

Following a workshop with event contractor Jodi Pfitzner, JRMC agreed on a brief for proposed micro-events:

- **Event Locations** Utilise laneways, Chapel Plaza, and Bouchee Walk to create intimate, community-focused spaces.
- Core Offerings Prioritise food and beverage experiences, featuring unique offerings.
 Initially, engage Jetty Road traders; subsequently, invite external vendors with curated selections that complement the precinct's existing offerings.
- Vendor Criteria External vendors must provide offerings not currently available within the precinct to ensure diversity.
- **Entertainment** Incorporate live music and entertainment to enhance the atmosphere.
- **Event Timing** Schedule events from 12 noon to 4pm on Sundays, spanning multiple weekends, subject to budget availability.
- Objective Increase awareness of Jetty Road and maintain community engagement during the construction phase.

Local event contractor ForMile Events has developed costings for the contracted work to enable the JRMC to decide on the number and dates for the events. Further details are available in the Winter Activation report.

Sea to Shore

Budget: \$150k (JRMC co-contribution: \$75k)

Proposed date/s: Recommend early May 2026 instead of late October/early November 2025

This event was under detailed development with dates and programming being finalised with consideration given to the effects of the algal bloom on the seafood industry along with trader opportunities. The JRMC Chair & Deputy Chair recently raised apprehensions about the substantial co-funding of a seafood-based event that may not deliver the visitation and economic stimulus desired due to public concerns about the algal bloom, lack of tram services and the Transforming Jetty Road project underway.

To ensure an improved return on investment for the committee and Council, the event is recommended to be postponed until May 2026. This timing will provide a better opportunity to understand the impacts of the algal bloom; tram services will have resumed, and the events team will work with the South Australian Tourism Commission to include the festival as an associated event in the Tasting Australia 2026 program. Tasting Australia is scheduled for 2-11 May 2026. Moving this event from spring to autumn continues to activate the precinct later in the event season when there are fewer facilitated events held.

Strategic event programming will continue to advance and provide opportunities for trader engagement.

Jetty Road Mainstreet Committee Meeting: 13 August 2025 Report No: 258/25

Christmas event

Budget: \$85k (JRMC sponsorship \$20k)

Proposed date/s: late November/early December

Due to the Transforming Jetty Road project, a static event rather than a pageant/parade is being planned. Opportunities to involve the community and local traders are under development which will inform the location of the event.

The Local

Budget: \$32k

Proposed date/s: November

The event is currently under development; however, timing is being investigated to coincide with Good Music Month and the tenth anniversary of Adelaide becoming a UNESCO City of Music.

New Year's Eve

Budget: TBC

Date: 31 December 2025

Following a decision by Council (10 June 2025) to allocate funding for public safety measures only for New Year's Eve meetings have been scheduled with South Australia Police to ascertain the breadth of requirements. Since the endorsement of the Annual Business Plan and associated budget, additional funding has been offered by the Department of Premier and Cabinet therefore Council is currently working through plans for New Year's Eve celebrations at Glenelg and Brighton with more details to be provided later in the year.

Ice Cream Festival

Budget: \$90k (JRMC co-contribution \$45k)

Proposed date/s: February 2026

Event development is due to commence in August 2025.

Council's What's On and other event information and promotion will be updated as event dates are confirmed.

Jetty Road Mainstreet Committee Meeting: 13 August 2025 Report No: 258/25

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:

- National Polar Plunge and walk 3 August
- Beach Volleyball season commences 1 September
- City Bay 22 September

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, M Lock

Item No: 8.4

Subject: WINTER ACTIVATION

Summary

The Jetty Road Mainstreet Committee (JRMC), 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.

Recommendation

That the Jetty Road Mainstreet Committee:

- endorses Option A (Winter Activation Series x 6) as outlined in this report and authorises administration and ForMile Events to progress detailed planning, permits and trader engagement; and
- 2 that the Committee notes 10% of the total program budget should be retained to respond to contingency scenarios.

Background

The Jetty Road Mainstreet Committee (JRMC), 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.

Report

The 2025-26 events program and budget were approved by Council on 10 June 2025 with Council's Annual Business Plan and associated 2025-2026 budget endorsed on 23 July 2025. As part of the events program budget Council allocated \$20,000 to contribute towards outsourced event coordination for JRMC's planned winter activation.

Following a workshop with event contractor Jodi Pfitzner, JRMC agreed on a brief for proposed micro-events:

- **Event Locations** Utilise laneways, Chapel Plaza, and Bouchee Walk to create intimate, community-focused spaces
- Core Offerings Prioritise food and beverage experiences, featuring unique offerings.
 Initially, engage Jetty Road traders; subsequently, invite external vendors with curated selections that complement the precinct's existing offerings
- Vendor Criteria External vendors must provide offerings not currently available within the precinct to ensure diversity

- **Entertainment** Incorporate live music and entertainment to enhance the atmosphere
- **Event Timing** Schedule events from 12 noon to 4pm on Sundays, spanning multiple weekends, subject to budget availability
- Objective Increase awareness of Jetty Road, Glenelg and maintain community engagement during the state government's Tram Grade Separation Project and Council's Transforming Jetty Road Project in its Coastal and Transition zones phase

Event contractor, ForMile Events, who has provided event services for City of Holdfast Bay's Brighton Winter Solstice events, was requested to quote against JRMC's micro-event criteria to enable the committee to ascertain the number and type of events their budget can secure.

ForMile Events has provided an activation concept (attachment 1) and sample costings (attachment 2) for a 4-hour pop-up street party in pedestrianised spaces (e.g., Chapel Plaza) and another in short street segments closed to traffic (e.g., Milton Street).

Refer Attachments 1 & 2

This report models how many activations can be achieved within JRMC's budget of \$75,000 (including 10% contingency) and using Council's \$20,000 for outsourced event coordination costs under three program scenarios. It provides recommended dates and locations that distribute activity north/south across the precinct, outlines trader engagement, risk, and reporting arrangements aligned to JRMC's objectives to enhance, promote and economically develop the precinct during the off-peak season.

ForMile proposes a repeatable street party activation including live music, fire pits, a licensed bar, trader-led or complementary external food offering, temporary furniture, and popup marquees for cover. Core infrastructure supplied includes event crew, fire pits, bar unit, small stage with PA, pallet furniture, marquees, traffic management equipment as required, and a generator.

Security staffing can be scaled with an estimated five guards for a 1,000 pax licensed area. By reducing the licensed capacity to 500 pax only 2 guards may be required offering cost flexibility. Potential delivery windows, subject to Committee selection and site availability, span Sundays from 31 August through 19 October 2025, noting some conflicting major events flagged in the ForMile availability list.

- Program Funding: \$75,000 total available for event delivery (infrastructure, compliance, licences, equipment hire, site operations) JRMC funded. Council's \$20,000 contribution separately engages ForMile Events for planning/coordination and is not available to offset prevent delivery costs.
- Contingency: Hold 10% (\$7,500) centrally to manage unknowns (weather responses within 7-day window, site fencing shifts arising from Transforming Jetty Road works, additional compliance conditions). Per Committee direction.
- Per -event cost benchmarks: Based on the ForMile budget schedules provided
 (pedestrianised vs simple road closure formats) and Committee guidance, allow
 ~\$10,000 per activation (planning baseline) inclusive of generator, scalable
 security/hostile vehicle mitigation (HVM), and site-specific- permits. Amounts derived
 from supplied ForMile budget spreadsheet & Committee directions.
- **Security/HVM scaling:** Apply risk-based scaling; cap attendance/licence at ~500 where prudent to reduce guard numbers, bollards/planters, and associated costs.

Recommended locations

All recommended sites sit immediately off Jetty Road, Glenelg. Alternating micro-events throughout the precinct spreads visitation along the full length of the road and supports trader exposure during the two projects. Site sequencing will remain flexible pending works fencing; footprints modelled at $\sim 500 \text{m}^2$ each

Pedestrianised

- Chapel Street (Plaza) existing pedestrian space; reliable power.
- Mosley Square civic hardstand; reliable power.

Simple Road Closure Required

- Milton Street (Jetty Rd to south of Dante's Deli) precedent example in ForMile proposal.
- Sussex Street (segment TBC).
- Byron Street (segment TBC).
- Cowper Street (segment TBC).
- Nile Street (segment TBC).

Adjacent traders would be invited to extend licenced food service areas consistent with the trader first event participation brief.

Program Options – Cost/Coverage Modelling

Assumes ~500 pax licence cap (reduced security), 4-hour dwell, generator at each site, standard kit, and 10% central contingency

Table 1. Comparative Program Scenarios

	bie 1. Compa				_		
Option	No.	Mix (Ped vs road close)	Indicative Delivery Cost	Contingency	Total program budget use	Pros	Considerations
A	6	2 x ped; 4 x road	\$60k	\$7.5k	\$67.5k	Touches all precinct quadrants; frequency builds habit; retains \$7.5k flex for sitespecific extras.	Tight per event spend; trader mobilisation critical.
В	5	2 x ped; 3 x road	\$50k	\$7.5k	\$57.5k	More scope to layer program	Reduced geographic spread.
С	4 Premium	2 x ped 2 x road	\$40k base + \$20k extras	\$7.5k	\$67.5k	Fewer but higher impact activations, marketing focus easier.	Fewer touchpoints

Recommended Program (Option A – 6 -site series)

Rationale: Maximises precinct coverage and frequency within available funds; aligns with JRMC objectives to enhance/promote the precinct year-round and furthers economic impact by drawing visitors into multiple trading clusters.

Proposed Dates (subject to permits & works interface)

ForMile availability windows (Sundays) support scheduling across Aug–Oct; flagged clashes (Royal Show, Father's Day, City to Bay) noted for JRMC awareness in selecting final set.

Draft Sequence:

- Sun 31 Aug Milton St (Season opener).
- 2. **Sun 14 Sept** Chapel Plaza (Family focused).
- 3. Sun 28 Sept Sussex St
- 4. Sun 5 Oct Byron St
- 5. **Sun 12 Oct** Cowper or Nile St
- 6. **Sun 19 Oct (Twilight 3–7pm)** Mosley Square "Fires & Lights" Showcase (pedestrianised; enhanced lighting, additional fire features).

Measurement & Reporting

Consistent metrics proposed:

- Estimated attendance per activation (primary KPI; simple manual counts at peak)
- Opt-in postcode capture (QR competition) optional, to evidence catchment spread.
- Trader participation numbers
- Basic trader post event sentiment pulse (quick survey) to inform ROI narrative.

ForMile to provide a short issues/incident summary after each activation and a consolidated close of program report suitable for inclusion in JRMC reporting to Council.

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

Jetty Road Mainstreet Committee Meeting: 13 August 2025 Report No: 259/25

Statutory Provisions

Not applicable

Written By: Event Lead

General Manager: Community and Business, M Lock

Attachment 1





EVENT MANAGEMENT/ACTIVATION PARTNER for CITY OF HOLDFAST BAY/ JETTY ROAD TRADERS FORMILE EVENTS PROPOSAL

COMMERCIAL IN CONFIDENCE

SUITABILITY

ForMile Events is well positioned to deliver the City of Holdfast Bay's proposed Winter Activation in the Jetty Road, Glenelg's streets and laneways.

ForMile Events have a strong history of delivering outdoor street-based activations. Previously ForMile Events have assisted other organisations with activations and events including with the Tour Down Under, Royal Adelaide Show, Illuminate Adelaide, City of Adelaide, City of Prospect, City of Port Adelaide/Enfield, City of Salisbury and City of Tea Tree Gully amongst others.

Some of the larger projects have included managing for the City of Adelaide the 'East End Unleashed' event (converting Rundle Street East to a massive extended dining precinct during the Adelaide Fringe) offering in 2018, 2019 & 2020 while first trialling the concept back in 2015 which ultimately underpinned what became the current East End Unleashed format. ForMile Events also assisted with a number of street parties including the Gouger and Waymouth Street Parties in 2018, 2019 and 2022, Pirie Street Bike Lane Activation in 2019 and multiple pop-up events between in Peel Street, Leigh Street, Ebenezer Place, Vardon Avenue, Topham Mall and Bank Street.

ForMile Events also have a proven track record of running outdoor events and activations with limited budgets, having delivered the Ebenezer Night Markets for the past 13 years.

ForMile Events has also experience working with some of Adelaide's biggest and most complex events including the Tour Down Under, The Royal Adelaide Show, Harvest Festival, Illuminate Adelaide, Womadelaide, The Adelaide Marathon Festival, Bay to Birdwood, Gather Round Festival of Footy, The Adelaide Film Festival and The Adelaide Fringe Festival.

AVAILABILITY

ForMile Events has a core team of event professionals available in the lead-up and on the event dates specified in this proposal. ForMile Events are confident in delivering the required level of service needed to ensure all events are a success, in terms of attendance, stakeholder engagement and satisfaction and financial responsibility.

DUTIES

The role of ForMile Events will be to ensure the following duties:

- Event management plan and execution
- Event team coordination
- Deliver full logistics support including risk assessment plans, etc.



STATEMENT OF REQUIREMENTS

If successful, ForMile Events would provide the following elements as part of the event management scope:

- On site management from bump-in to bump-out
- Project Management
 - Attending meetings / site visits
 - Preparing an event management and risk plan
 - Providing a post event report (and nightly summary of issues or incidents)
 - o Public Liability Insurance of \$20m
 - o Professional Indemnity insurance of \$10m
- Logistics Management
 - o Manage general event requirements
 - Manage installation of onsite signage
- Onsite Management
 - o Bump in and out of event
 - o Running of the event
 - Stakeholder communications during the event

BUDGET

As provided

Principal staff member to be Matt Miles for planning details listed in attached quote and available additional for email/phone/ meeting correspondence as required 7 days a week from commencement.

NON-FINANCIAL INCLUSIONS

- All ForMile Crew are event professionals, not general labour hire. ForMile Crew all hold existing positions within the Event Management Industry in their own right and are problem solving and motivated crew who are pro-active in delivering the best outcome for the The City of Holdfast Bay
- All ForMile Crew are issued with ForMile uniform including, branded polo-shirt, soft-shell
 jacket, high-viz vest and cap and relevant PPE ensuring all crew are identifiable and
 presentable. Please note ForMile crew can be dressed in clients clothing as required and
 have done so for a number pf events and clients.
- Many ForMile Crew hold the following qualifications (please specify if you need a specific qualification on site and we will endeavour to roster this accordingly), noting unlike some labour hire providers, ForMile do not charge a higher rate for qualified staff:
 - Senior First Aid
 - o Workzone Traffic Management
 - o Forklift High Risk License



- o MR Vehicle License
- Elevated Work Platform License (including Scissor and Boom Knuckle)
- o White Card
- Working Safely at Heights
- ForMile Events supply crew with 2-way radios so as a team they are always contactable wherever their location across the event site. This is particularly important to have when dealing with potential security or medical incidents where we need to move emergency services vehicles within the site.
- Access to 5 Branded ForMile Vehicles
 - o 1 x Mercedes Benz Sprinter
 - o 4 x Volkswagen Amarok Ute
 - o 1 x 8x5 tandem axel trailer
 - NOTE: additional vehicles can be provided on request 4 additional utes available through rostering of certain crew



- Access to various tools & equipment
 - o Basic hand tools, ladders and access equipment
 - Trolleys, dollies and pallet jacks
 - o Protective moving blankets
- Access to traffic management equipment
 - o Traffic cones to assist with temporary parking control management
 - o Planter Boxes for vehicle mitigation



EVENT CONCEPT

ForMile Events is proposing to activate respective spaces adjacent to Jetty Road, Glenelg in pedestrian based spaces such as Chapel Plaza or roads that lead into Jetty Road (such as Milton Street) by enacting street closures.

Essentially ForMile Events role will be to bring in and operate some event infrastructure and work with the local traders to compliment this with offerings from their business. It is recommended that these activation events feature the following;

- Music performance by solo or duo
- 3 x fire pits
- Licensed area including Bar which can be operated by local trader or by ForMile Events
- Food offering- depending on space can be local traders or external food truck
- Temporary furniture
- 2 x pop up marquees for shelter of musician and audio operator

Event infrastructure provided by ForMile Events;

- 2 staff members for event activation
- 3 x Fire Pits
- Bar (see picture below)
- Stage
- PA/ Audio for musicians and a sound operator
- Wooden pallet furniture (Pods x 6, milk crates x 25, wine barrels x 4, stools x 16)
- 2 x Marquees
- Traffic Management equipment (if road closure required)
- Generator (3Kva- so limited supply)- Power ideally sourced at venue or nearby venue

To be coordinated with local traders;

- Licensed bar management (ForMile Events can provide the bar and have a local operator conduct it or alternatively ForMile Events can manage the Bar)
- Food offering ideally provided by local traders or if there is a gap then a local food truck
- Power ideally available from space or from local traders for musicians and food and beverage service
- Any other display or service that is appropriate

EVENT LOCATIONS (examples)

- Milton St from Jetty Road to south of Dante's Deli 490m² = Max Capacity of 980pax (2people per/metre²
- Chappel St from Jetty Road to south of Milton St. 500m² = Max Capacity of 1000pax (2people per/metre²



SECURITY

Budget estimate based on 5 security guards required for a licenced capacity of 1kpax Reducing the licence capacity to 500 would only require 2 guards.

DATES

Potential Dates that are possible for 2025.

Sunday 10 August (earliest date possible noting preproduction requirements)

Sunday 17 August

Sunday 31 August (note: Royal Show dates)

Sunday 7 September (note: Royal Show and Father's Day)

Sunday 14 September

Sunday 21 September (note: City Bay Fun Run)

Sunday 28 September Sunday 5 October Sunday 12 October

Dates that aren't possible for ForMile Events due to confirmed commitments

Sunday 3 August Sunday 24 August Sunday 19 October Sunday 26 October









Picture: ForMile Bar





Picture: example of pallet furniture

Attachment 2



\$160 \$1,000 \$1,000 \$500 \$995 \$300	estimated 9 hours may not be required depnding on set up of space mix of solo and duo performers- will be lower if solo performer includes PA system, mixing desk and operator includes fire pits, wood and safety items wooden pallet furniture Pods x 6 milk crates x 25 wine barrels x 4 stools x 16 if ForMile van avaliable this can be deducted ForMile Bar to be hired for use by traders
\$1,000 \$1,000 \$500 \$995 \$300 \$400	mix of solo and duo performers- will be lower if solo performer includes PA system, mixing desk and operator includes fire pits, wood and safety items wooden pallet furniture Pods x 6 milk crates x 25 wine barrels x 4 stools x 16 if ForMile van avaliable this can be deducted ForMile Bar to be hired for use by traders
\$1,000 \$500 \$995 \$300 \$400	includes PA system, mixing desk and operator includes fire pits, wood and safety items wooden pallet furniture Pods x 6 milk crates x 25 wine barrels x 4 stools x 16 if ForMile van avaliable this can be deducted ForMile Bar to be hired for use by traders
\$500 \$995 \$300 \$400	includes fire pits, wood and safety items wooden pallet furniture Pods x 6 milk crates x 25 wine barrels x 4 stools x 16 if ForMile van avaliable this can be deducted ForMile Bar to be hired for use by traders
\$995 \$300 \$400	wooden pallet furniture Pods x 6 milk crates x 25 wine barrels x 4 stools x 16 if ForMile van avaliable this can be deducted ForMile Bar to be hired for use by traders
\$995 \$300 \$400	wooden pallet furniture Pods x 6 milk crates x 25 wine barrels x 4 stools x 16 if ForMile van avaliable this can be deducted ForMile Bar to be hired for use by traders
\$400	ForMile Bar to be hired for use by traders
\$1,200	based on 5 guards for a licensed capacity of 1000pax
	3mx3m pop up with weights
	performed by ForMile for small roads (Simple Closure i.e. Milton St)
	2 x planter boxes inc. transport
\$90	
\$90	
\$150	if power is not avaliable at site
	Event Planning estimate
	\$200 \$1,200 \$90 \$90 \$150

Items	Costs	Notes	
ForMile Staff x 2	\$1,710	estimated 9 hours	
Stage	\$160	may not be required depnding on set up of space	
Musican/s		mix of solo and duo performers- will be lower if solo performer	
PA/Audio	\$1,000	includes PA system, mixing desk and operator	
FirePits x 3	\$500	includes fire pits, wood and safety items	
		wooden pallet furniture Pods x 6 milk crates x 25	
		wine barrels x 4	
Furniture	\$995	stools x 16	
Van	\$300	if ForMile van avaliable this can be deducted	
Bar	\$400	ForMile Bar to be hired for use by traders	
Liq License	\$200		
Security	\$1,200	based on 5 guards for a licensed capacity of 1000pax	
Marquees x 2	\$400	3mx3m pop up with weights	
letter drop	\$90		
generator	\$150	if power is not avaliable at site	
Planning fee	\$1,400	Event Planning estimate	
Total for 1 event	\$9.505		

Item No: 8.5

Subject: MARKETING REPORT

Summary

This report provides an update on the marketing initiatives undertaken by the Jetty Road Mainstreet Committee (JRMC) aligned to the 2024-25 Marketing Plan.

Recommendation

That the Jetty Road Mainstreet Committee notes this report.

Background

Council administration oversees the implementation of initiatives on behalf of the Jetty Road Mainstreet Committee (JRMC) aligned to the Marketing Plan.

Report

Expression of interest for Jetty Road Marketing Plan Development and Implementation

On Thursday 15 May 2025 an expression of interest (EOI) was conducted, and applications closed 30 May 2025. A panel was established consisting of two representatives of the Jetty Road Mainstreet Committee (JRMC), and three representatives from council administration.

Following a competitive selection process involving eight applicants, the preferred marketing consultancy was appointment and formally contracted.

Social Media

Jetty Road's Instagram recorded a notable +20.6% increase in link clicks, which is a strong indicator that followers are engaged with content and motivated to act and explore more. The account grew by +0.3% extending the followers to 22,986.

Some metrics displayed a slight dip in some areas, such as reach and content interactions, however overall performance remains solid. The decline in certain metrics can be largely attributed to the absence of paid advertising.

Instagram performance across all metrics has resulted in the following:

Follower growth: Total followers 22,986k, 224 new followers, a +0.03% increase from May

Total views: 184,304k up +8.8%

Content interactions: 2,301k
Total reach: 24,588k
Link clicks: 41 up +20.6%

Jetty Road Mainstreet Committee Meeting: 13 August 2025 Report No: 260/25

The Jetty Road LOCAL magazine was the top-performing carousel post, featuring well-known TV personality Lauren DeChez. The post reached 7,039 accounts, receiving almost 200 likes, 19 shares and people interacting via the comments, highlighting genuine community interest and engagement.

The power of collective posts also highlighted the interest in Bayside Village. The carousel post reached 6,157 accounts, demonstrating the value of supporting local retailers.

Facebook saw strong growth across three key metrics: reach, content interactions, and views. Total Facebook views increased by +19.9%, reaching 336,375, indicating that content continues to attract and hold attention form a wide audience. There was a 17.2% increase in pages reached, compared with May and notably, this reach was entirely organic. Content interactions also rose by +16.6%, suggesting that users are not only seeing posts but actively engaging with them.

The top performing Facebook post mirrored Instagram's leading content, linking back to the Jetty Road LOCAL magazine and features within the winter edition such as well-known personality Lauren DeChez who recently moved to Glenelg.

There is a strong community connection to Jetty Road's unique offering, and the success of the social media reels reflects this engagement by showcasing local stories, behind the scenes moments, and real-time experiences that resonate with the audience.

These insights reinforce the ongoing strength of the Jetty Road brand online.

Refer Attachment 1

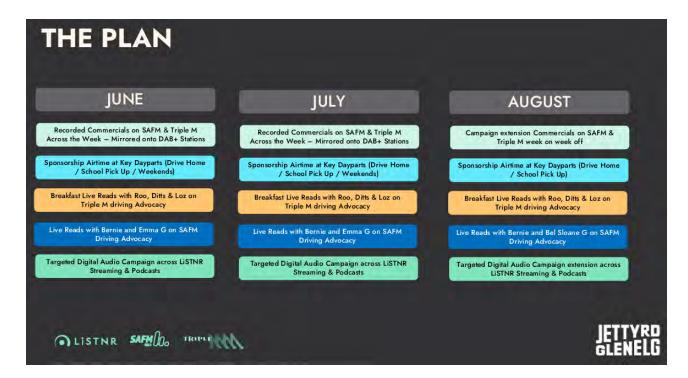
Radio Media

Pending the engagement of the Jetty Road marketing consultant to deliver a marketing strategy and calendar of programming for the Jetty Road precinct, a three-month promotional radio campaign was launched on 16 June 2025.

The key messaging of the campaign is 'Jetty Road, Glenelg is open, vibrant, and welcoming all year round – come for a day or stay for the weekend'.

The campaign is being delivered via SAFM, Triple M and Listnr and the following program planning was identified:

Jetty Road Mainstreet Committee Meeting: 13 August 2025 Report No: 260/25



It is estimated 715,600 people in Adelaide across the SAFM and Triple M network 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.

Consumer Newsletter

There were two Jetty Road consumer e-newsletters in this reporting period:

June EDM edition

The June EDM was emailed to 7,733 recipients on Thursday, 26 June 2025. The key focus points were:

- promotion of the Jetty Road LOCAL magazine winter edition
- What's On and New in the Precinct
- winter wonders
- announcement of the More to Love More to Win competition
- update on the Transforming Jetty Road Project
- visitor parking options in Glenelg

The June edition attracted 43.2% open rate combining an audience demographic of male, female and another identity from 35 and up. This edition was heavily linked to social media campaigns and rated as the top performing post for June.



Jetty Road LOCAL magazine out now



June consumer e-newsletter

July EDM edition

The July EDM, sent to 7,697 recipients on Thursday 10 July 2025, promoted:

- school holiday activities
- local gems exclusive to Jetty Road Glenelg
- visitor parking options in Glenelg

The July edition attracted 35.2% open rate; noting 69.9% of readership are female. The age ranges are 35-44 - 22.2%; 45-54 - 19.5%; 55-64 - 16.2%; 65+ - 24.4%.



What's On I Eat & Drink I Shop

Ultimate school holiday guide to Glenelg





July consumer e-newsletter

Jetty Road Mainstreet Committee Meeting: 13 August 2025 Report No: 260/25

Budget

The JRMC has allocated \$293,495 towards implementing the 2024-25 Marketing Plan.

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



SOCIAL MEDIA REPORT

Jetty Rd x Say Cheese Social

Social Media Management Report June `25 jettyrdglenelg v• Adelaide's favourite beachside destination. Explore fashion, food & fun at Glenelg! Discover more below. 1 #JettyRdGlenelg Fashion, Home + Lifestyle 3 more Professional dashboard

PREPARED BY SAY CHEESE SOCIAL

Instagram Performance

Total Followers

22,986 K

New Followers

+224 [+0.3%]

Total Views

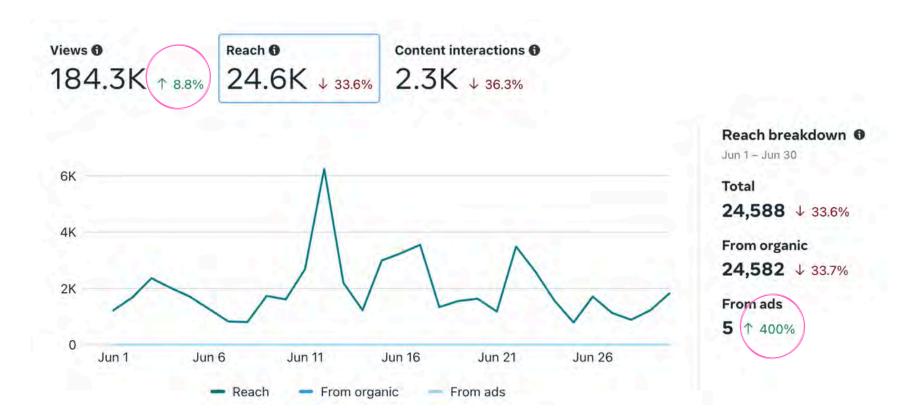
184,304 K [+8.8%]

Total Reach 24,588 K

Content Interactions 2,301 K

Link Clicks

41 [+20.6%]



This month, Jetty Rd's Instagram recorded a notable +20.6% increase in link clicks, totalling 41. Link clicks on Instagram are a strong indicator that followers are not only engaging with content but are also motivated to learn more or take action, driving valuable traffic to external platforms.

The account also gained 224 new followers [+0.3%,] bringing the total following to 22,986.

While there was a slight dip in some areas, such as reach and content interactions, overall performance remained solid. Instagram views rose to 184,304, reflecting a +8.8% increase and strong brand visibility. The account also generated 2,301 content interactions and reached 24,588 unique accounts.

The decline in certain metrics can be largely attributed to the absence of paid advertising, with 0.0% of performance driven by ads in June. Additionally, the month saw fewer major precinct events, which historically drive increased engagement. In contrast, May featured more activity that helped amplify reach and interactions.

Overall, these insights highlight the value of consistent precinct activity combined with strategic content and paid support.

Together, these elements create the conditions for greater engagement, stronger brand presence, and continued follower growth month over month.

Top performing posts - Instagram



This month's top-performing post was a carousel created from an article in your local magazine, featuring well-known public figure Lauren DeChez, who recently made the move to Glenelg with her daughter. The post resonated strongly with the audience, reaching 7,037 accounts, receiving 179 likes, 19 shares, and 7 comments, highlighting genuine community interest and engagement.

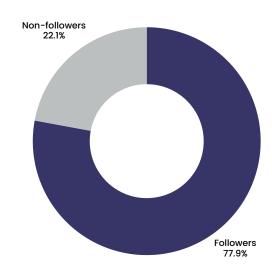
The second top-performing post was another carousel showcasing a range of shops within Bayside Village. It reached 6,157 accounts, received 222 likes, and was saved 6 times, demonstrating the value of supporting local retailers and how curated content can drive interest in the broader precinct offering.

It's also worth noting that your reel featuring Cake Boy Donuts had the highest number of shares this month, indicating strong audience excitement and shareability. Meanwhile, the carousel promoting cosy winter comfort food generated three link-in-bio clicks, showing that timely, themed content can effectively direct users to your website and encourage further action.

Shares indicate that your posts are valuable and worth distributing to more people, and saveable content is simply content that your audience wants to view again. People saving your Instagram post is a strong indicator that your content has resonated with them, and that they found it valuable enough to save it for later.

Instagram Performance

Views

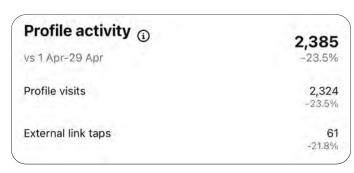


This month, Jetty Rd's Instagram performance reflects strong interest and engagement from your audience:

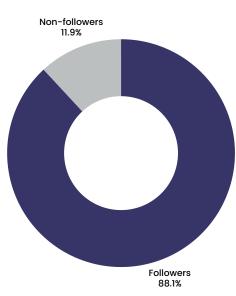
- 1184,304 profile views [+8.8%]
- 1,330 profile activity
- 24,588K accounts reached
- 46.6% of content is viewed from posts, 45.4% from stories
- 1,302 profile visits
- 28 external link taps

These insights highlight audience interest and strong organic performance.

Accounts Reached 24,588K



Interactions



The results reflect positive momentum, showcasing strong engagement:

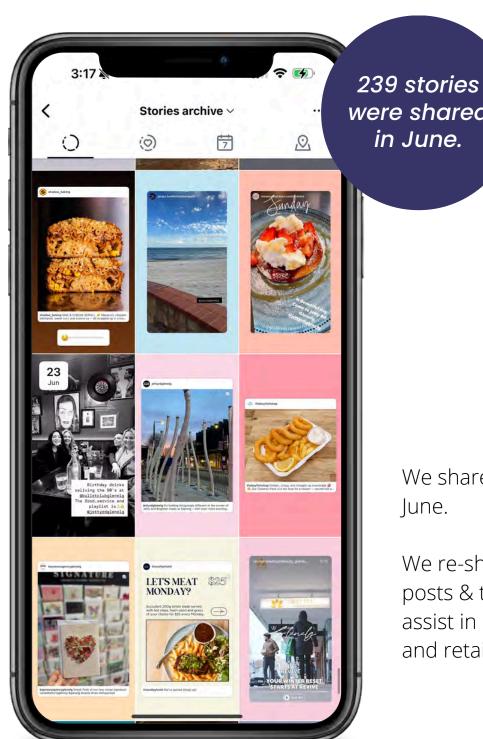
- 1,355 accounts engaged
- 2,301 interactions [+255]
- 129 shares across all content
- 66 saves across all content
- Posts had the highest engagement [59.9%]

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

Accounts Engaged

1,355K

Instagram Stories



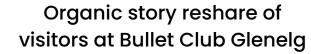
were shared in June.

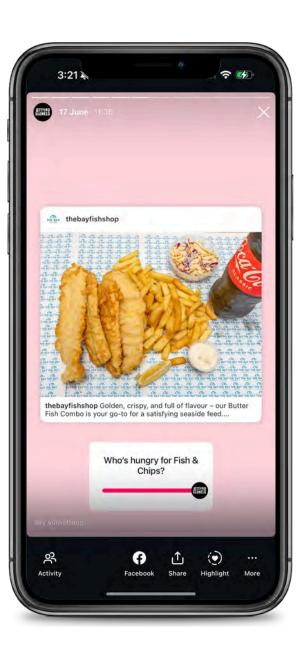
> We shared 239 stories in June.

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

Customised stories







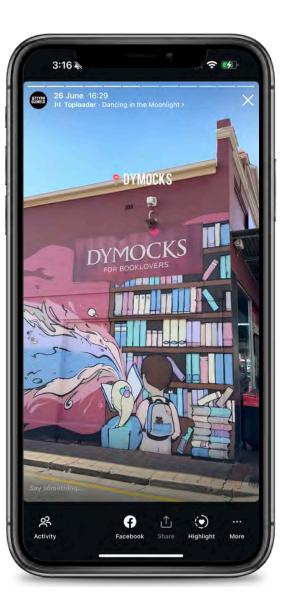
Slider to encourage user engagement and interaction



Poll to encourage user engagement and interaction













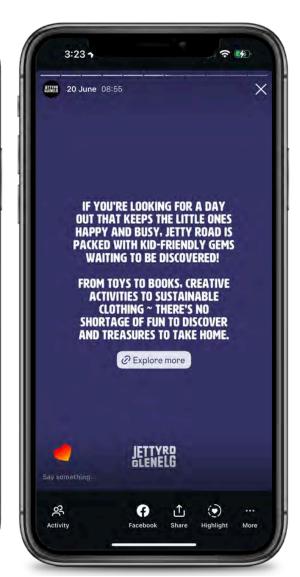












Kiddie Treasures Story Series - precinct visits



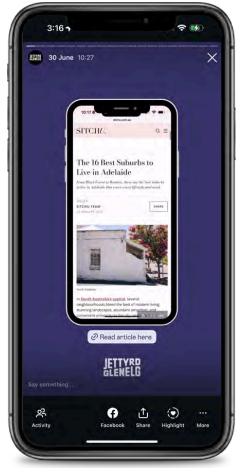






Junior Tradies - Promotion











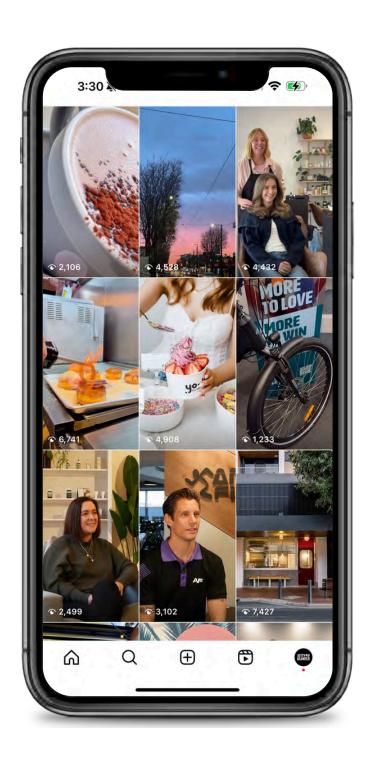


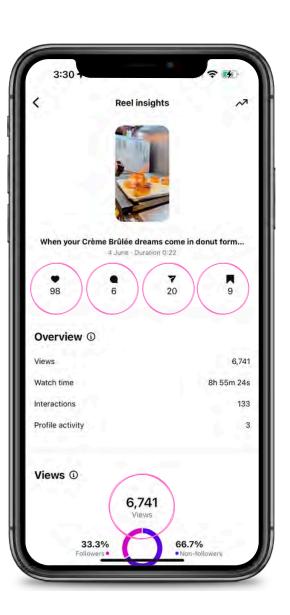


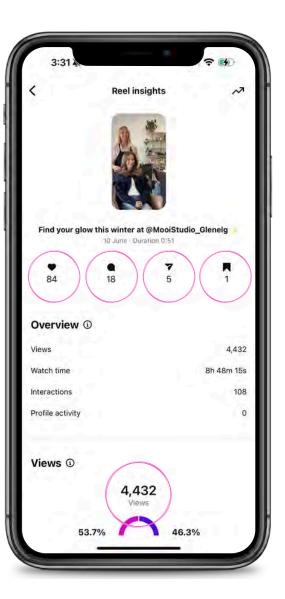
Sitchu Glenelg Feature - Story Series

What's On In June - Story Series

Instagram Reels

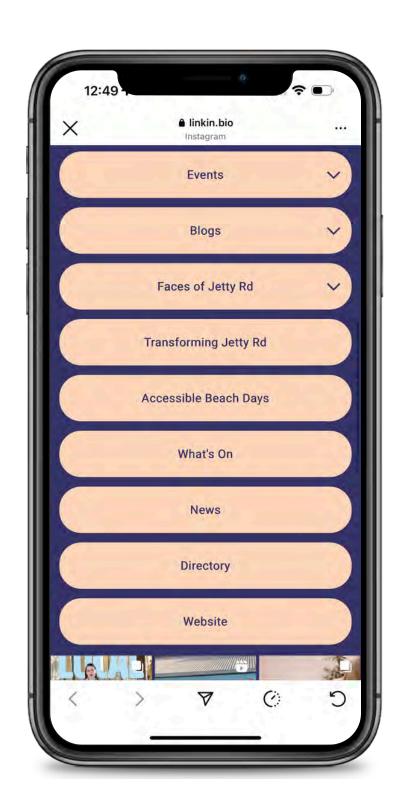


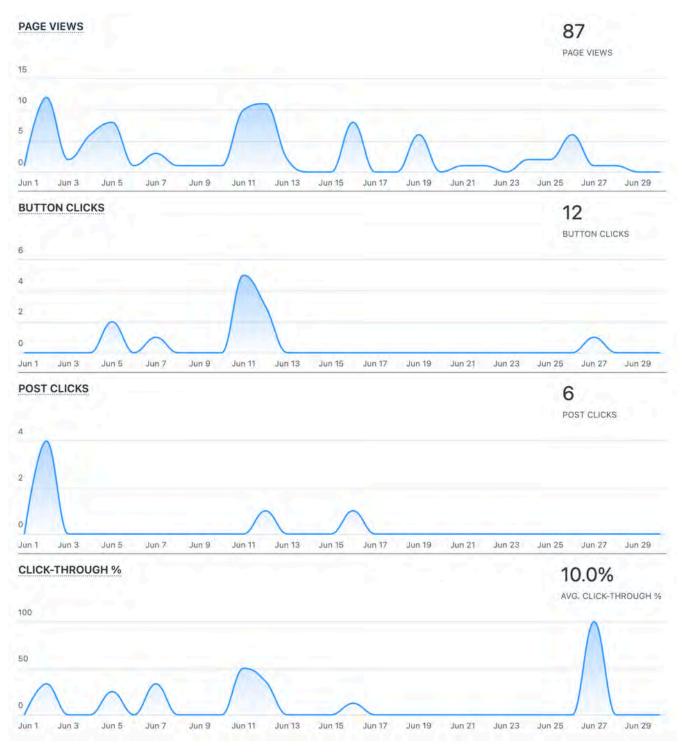




We shared 2 reels in June. Collectively they were viewed 11,173 times!

Link in bio





This month, Jetty Rd's link in bio recorded 87 page views demonstrating strong interest in the content we're sharing. Additionally, we saw 12 button clicks, showing that users are engaging well with our calls to action.

Link in Bio CLICKS - June

Events: +5 clicks [155 total clicks]

Blogs: +4 clicks [25 total clicks]

Faces of Jetty Rd: +2 clicks [33 total clicks]

What's On: 55 total clicks Directory: 23 total clicks

Website: +1 click [18 total clicks]

Banners:



Winter Warmers

Where to Eat, Drink & Defrost on Jetty Road

olo 9 clicks since May 29, 2025



Winter Wonders

Your Jetty Road Winter Activity Guide

all 2 clicks since May 29, 2025

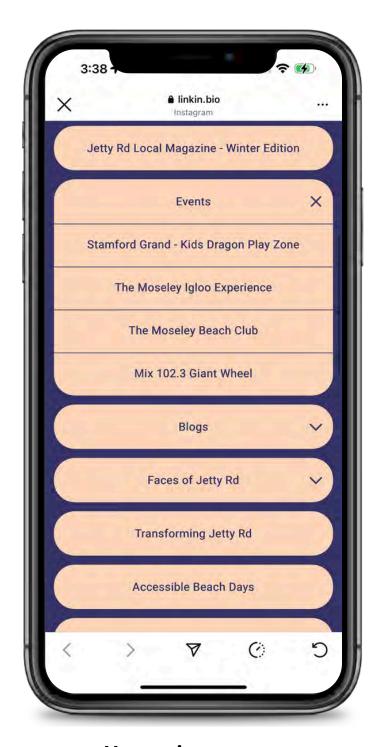


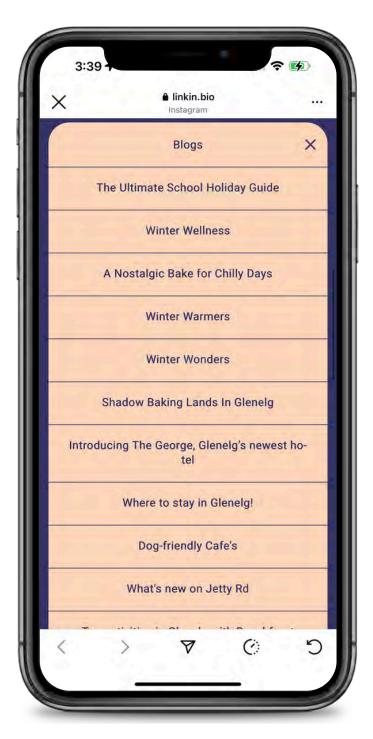
Winter Wellness

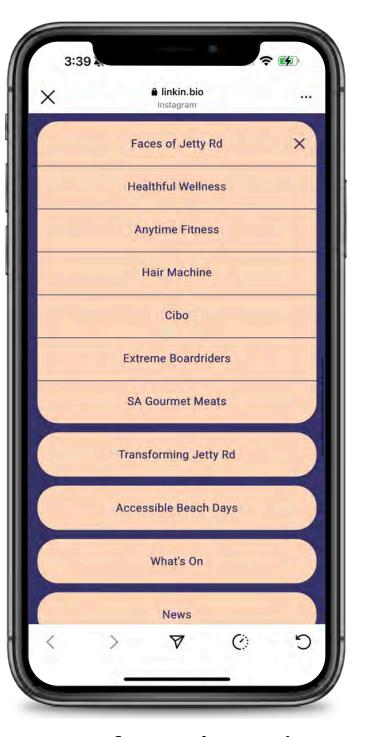
Jetty Rd Edition

olo 0 clicks since Jun 30, 2025

Link in bio - drop down menus







Upcoming events

New blogs

Faces of Jetty Rd Campaign

Facebook Performance

Total Page Followers 36,343 K

New Followers +110

Total Reach

117,531 K [+17.2%]

Total Visits

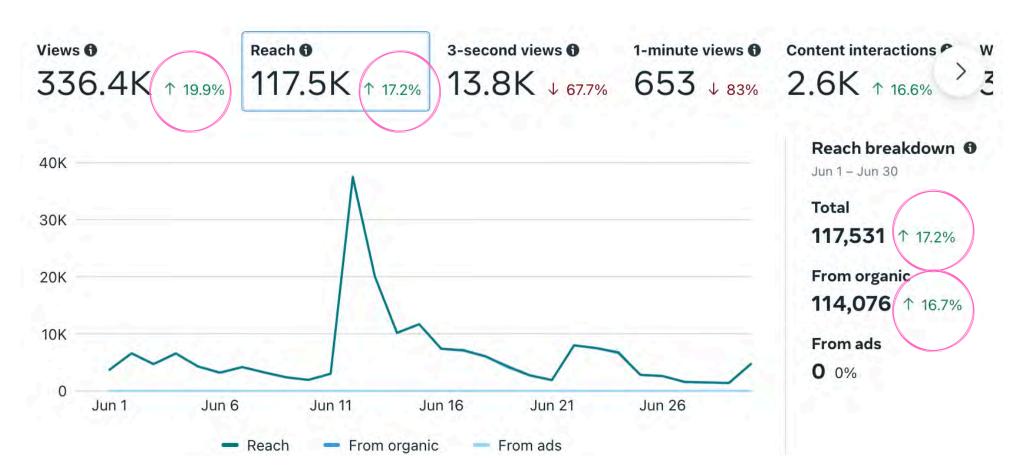
2,538 K

Views

336, 375 K [+19.9%]

Content Interactions

2,563 K [+16.6%]

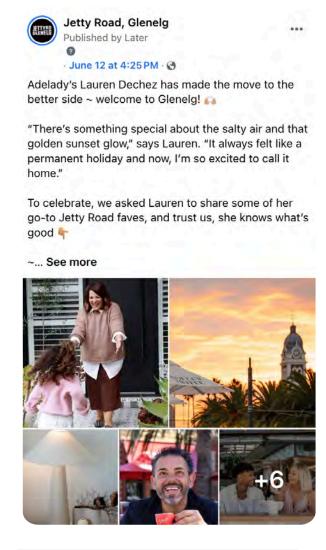


This month, Jetty Rd's Facebook account saw strong growth across three key metrics: reach, content interactions, and views. Total Facebook views increased by +19.9%, reaching 336,375, indicating that content continues to attract and hold attention from a wide audience. The page reached 117,531 accounts, marking a +17.2% increase compared to last month. Notably, this reach was entirely organic, achieved without any paid promotions!

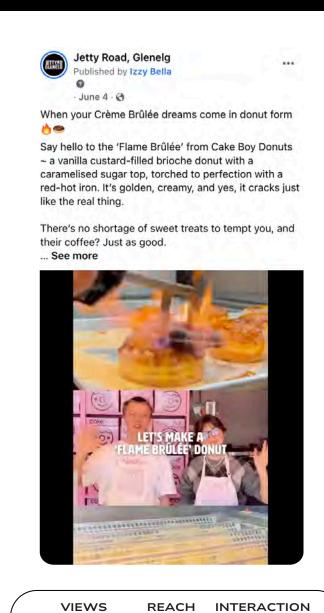
Content interactions also rose by +16.6%, suggesting that users are not only seeing posts but actively engaging with them through likes, comments, shares, and other interactions. The page welcomed 110 new followers, further expanding our online community. While this is a decrease from the previous month's follower growth, it's important to note that last month's spike was largely due to the highly successful collaborative reel with Cosi from South Aussie With Cosi, which significantly boosted awareness and engagement as part of the More to Love campaign.

These insights reinforce the ongoing strength of the Jetty Rd brand online and highlight the potential for continued audience growth, increased engagement, and a deeper sense of community connection in the months ahead.

Top performing posts - Facebook



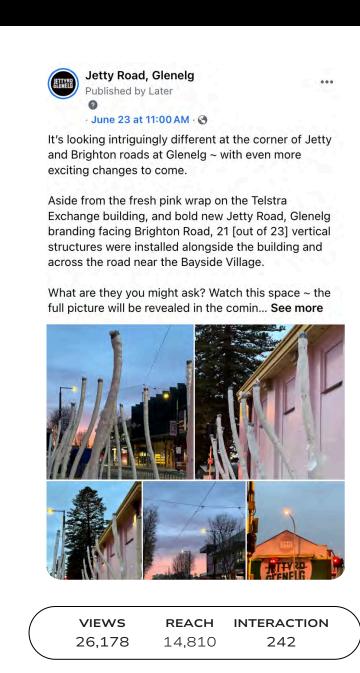




16,773

93

19,292



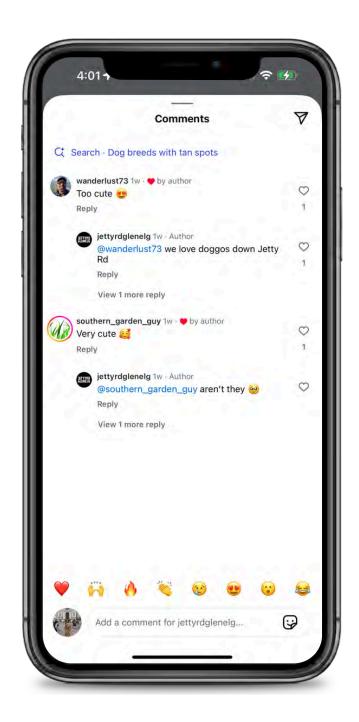


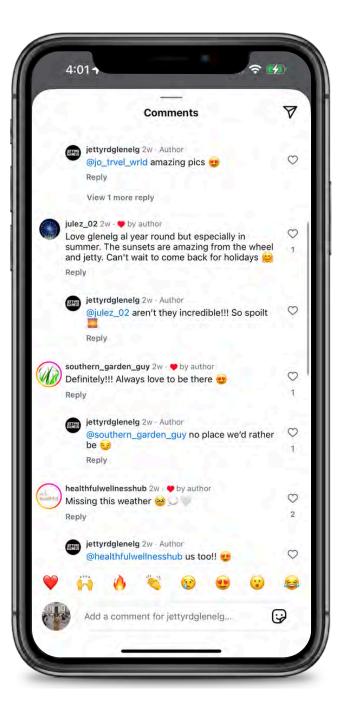
This month, your top-performing Facebook post mirrored Instagram's leading content, a carousel created from a local magazine feature on well-known public figure Lauren DeChez, who recently moved to Glenelg with her daughter. The post highlighted Lauren's favourite spots along Jetty Rd and resonated strongly with the community, reaching 82,390 accounts - a significant increase compared to last month's top-performing post. It also received 522 interactions, underscoring genuine community interest and strong engagement with relatable, locally-focused content.

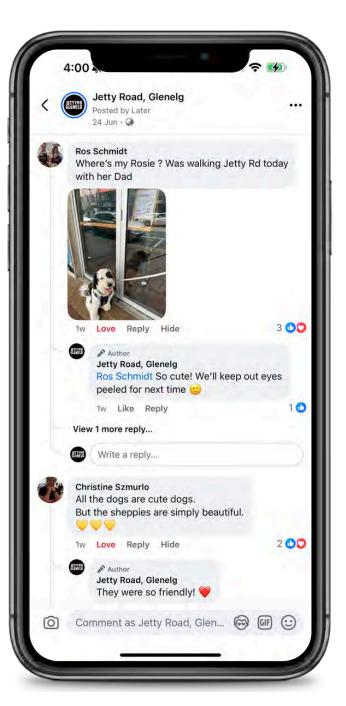
The second top-performing post was a reel we created to promote the 'Flame-Brulee' donut from CakeBoy Donuts in Glenelg. This video was viewed 19,292 times and reached 16,773 accounts, reinforcing the high engagement potential of visually appealing, product-driven content.

These results highlight the strong community connection to Jetty Road's unique offerings and demonstrate the ongoing success of reels in terms of reach and engagement. As we continue to spotlight local businesses, precinct activity, and compelling human-interest stories through dynamic video and post formats, we can expect to see sustained audience growth and meaningful engagement across your Facebook channel.

Community Engagement





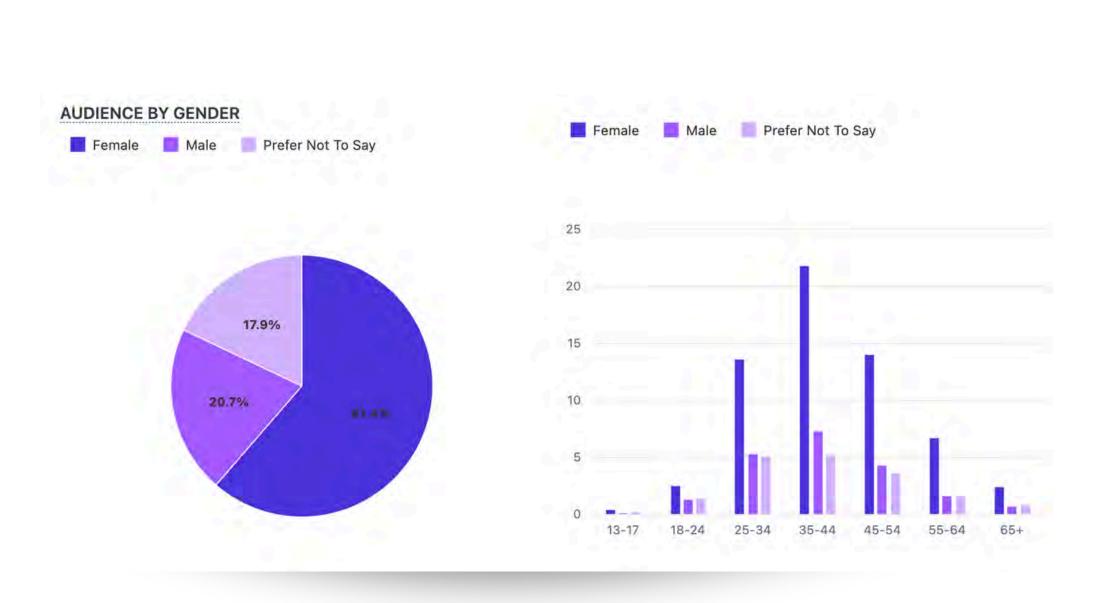




We engage with each and every comment, DM and story, as a way to build and maintain a strong online community.

INSTAGRAM FACEBOOK FACEBOOK

Demographics





SAY CHEESE

SOCIAL

Item No: 8.6

Subject: GIFT CARD UPDATE

Summary

This report provides an update on the effectiveness on the Jetty Road gift card initiative 'Why Leave Town' undertaken by the Jetty Road Mainstreet Committee aligned to the 2024-25 Marketing Plan.

Recommendation

That the Jetty Road Mainstreet Committee recommends:

- advising the proprietors of the gift card program that the contract will not be renewed; and
- 2. that the Jetty Road Mainstreet Committee marketing consultancy investigates alternative initiatives.

Background

The Australian based 'Why Leave Town' is a buy local gift card program to support local businesses, similar to a Westfield gift card, and used in precincts or regions. It encourages local spending and supports the economic sustainability of the local business community. Businesses are required to sign up to the initiative at no cost to accept the gift cards.

A campaign was introduced to businesses in October 2024 as a lead up to Black Friday and Christmas. Businesses were made aware of the initiative via Electronic Direct Emails, in-store visits, the trader Facebook page and further follow-up by the Southern Business Mentoring Program retail specialist.

The objectives of the program were to:

- increase precinct visitation and spending
- encourage residents to purchase locally
- support business
- be a South Australian early adopter
- sign 70% of precinct businesses to the program

There are approximately 350 businesses in the Jetty Road precinct and the initiative was aimed at attracting businesses in the hospitality and retail sectors. As of 10 July 2025, a total of 42 businesses had signed up to the gift card program which was insufficient to promote and launch the gift card program.

Report

The Why Leave Town (WLT) gift card program is an Australia-wide initiative operating in approximately 90 locations. The program is designed to stimulate local economic activity by issuing EFTPOS-based gift cards that can only be redeemed at participating businesses within a designated community.

The Jetty Road WLT initiative launched in October 2024, supported by promotional efforts including in-store visits and business engagement. Despite these efforts, the uptake among local businesses has been limited.

Feedback received from participating and prospective businesses has identified several concerns impacting participation and customer experience including:

- Limited understanding of how the program operates
- Potential incompatibility with existing payment systems and merchant terminals
- A \$6.60 fee to convert physical cards to digital, deducted from the card's balance
- Gift cards are only redeemable at selected participating stores
- Requirement for additional in-store promotional collateral
- Exposure to third-party advertising and potential spam communications

Consideration should be given to the program's value, community benefit, and business participation levels when determining whether to renew the agreement with details of the challenges below:

Challenge	Description	Impact
Limited Usability	businesses, not for online	User restriction, reducing card appeal and potential confusion for chain stores or shops with multiple locations
Business Onboarding Barriers	Some businesses may find joining too technical or time-consuming	Fewer participating stores weakens the program's effectiveness
Card Expiry & Balance Waste	Cards expire in 36 months: risk	Funds may not get spent locally as intended as expired funds are held by the gift card company
Fees & Deductions	\$6.60 fee to convert physical to digital cards	Reduces card value and may discourage users
Consumer Confusion	Users may not understand where to spend or how to check balance through online portal	Frustrating user experience and reduced repeat use
No Built-in Rewards	No loyalty points, discounts, or incentives included by default	Less attractive than loyalty-based local or national gift programs

Challenge	Description	Impact
Reliance on Local	llmarketing and community huv-	Without extensive promotion, awareness and uptake may be low
Implementation & Admin Costs		May be unsustainable without dedicated budget or staff

Two other local government users of the WLT gift card program have reported experiencing similar obstacles. In both cases these councils use the card as an incentive program for their own initiatives such as rewarding volunteers or issuing cards for prizes to the community.

The councils both indicated this use of the program works well, however attempts to promote and gain buy-in from the community have been less successful. One council indicated a surplus of \$18k unspent funds which remain the profits of the WLT company, not circulating within the precinct.

Each council indicated considerable resources and funds expended by the program to create community awareness and the uptake remained low for both businesses and the community purchasing.

The current contract with Why Leave Town is due for renewal in September 2025. Based on the low uptake from precinct businesses, challenges associated with the program and feedback from other councils using the system it is recommended the Jetty Road Mainstreet Committee discontinue the program and request the contracted marketing consultancy to investigate other initiatives for improving community awareness and economic impact.

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: 8.7

Subject: REQUEST FOR CO-FUNDING - MICRO GRANTS PROGRAM

Summary

The purpose of the report is to seek co-funding from the Jetty Road Mainstreet Committee (JRMC) to match \$20,000 in Council funding, to enable the continuation of the existing Micro Grants Program.

Recommendation

That the Jetty Road Mainstreet Committee commits \$20,000 in funds in the 2025/26 budget to co-fund the Micro Grant Program with the City of Holdfast Bay.

Background

The Jetty Road Mainstreet Committee Micro Grant Program was launched on in January 2025. The grant provides Jetty Road, Glenelg businesses with up to \$500 for initiatives such as VIP nights, launch parties, menu reveals, new window displays and industry nights.

As of 30 June 2025, 17 businesses had submitted applications and all but \$3500 of grant funding has been expended. Seven businesses commenced applications but did not submit via the portal. Unspent funds will be carried forward to the 2025/26 budget.

The initiative aimed to provide targeted financial support to Jetty Road businesses to assist with increasing customers, elevate their business and increase spend. Existing guidelines and eligibility criteria are attached.

Refer attachment 1

Report

Council is committed to supporting economic resilience across the Jetty Road, Glenelg precinct during the state government's Tram Grade Separation Project and Council's Transforming Jetty Road infrastructure project.

In light of the pressures facing businesses during this time, Council has allocated \$20,000 to support businesses in Jetty Road, Glenelg's special rated levy area with the continuation of the Micro Grant Program.

Throughout the 2024/25 program, businesses indicated that a \$500 matched contribution was inadequate and, in many cases, not worth applying for.

Council is requesting JRMC contribute \$20,000 as matched funding to continue the Micro Grant Program through the 2025/26 financial year to enable grant funding to change to a

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maximum non-matched funding amount of \$1k be available per applicant in 2025/26 to provide genuine opportunity for assistance.

Project Objectives:

The Jetty Road Glenelg special levied area Micro Grant Program is designed to:

- support precinct businesses to attract new customers through activation and marketing
- encourage creative, innovative and value-added initiatives
- build vibrancy in the precinct and strengthen local business confidence
- support business-led initiatives that align with Jetty Road's brand and strategic goals

Available Funding:

Business may apply for funding up to \$1k per project, program or initiative from a pool of \$43,500 funding should JRMC agree to match Council's \$20,000 contribution plus \$3,500 carry forward from 24/25. Activations that could be eligible for funding include:

- in-store events (eg. VIP nights, menu reveals, product launches, workshops)
- new window displays or promotional installations
- industry nights or collaborative promotions
- other initiatives aimed at increasing customer visitation

Budget

A total of \$20,000 be allocated by the Jetty Road Mainstreet Committee for the 2025/26 financial year.

Life Cycle Costs

Nil

Strategic Plan

Innovation: entrepreneurial

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





Guidelines and Eligibility Criteria

The Jetty Road Glenelg Micro Grant is an initiative of the Jetty Road Main Street Committee and available for businesses contributing to the Jetty Road Glenelg Special Rates Levy. A total of \$12,000 has been allocated to support Jetty Road businesses market their products and services.

The Micro Grant is designed exclusively to help elevate your business; this initiative aims to help you grow, thrive, and attract new customers.

Inquiries can be directed to Virginia Miller, Business Development Partner via hello@jettyroadglenelg.com

Funds Available

Businesses may apply for the micro grant for a project, program or initiative up to \$500.

Activations may include:

- In-store events such as VIP nights, launch parties, menu reveal.
- New window displays
- Industry nights
- other initiatives that will increase customers

(*Please be aware funds are subject to budget availability)

Eligibility Requirements

- Businesses must be located within the Jetty Road Mainstreet Special Rate levy area
- Provide a current ABN
- Provide a plan outlining the benefits of the initiative
- Be able to demonstrate the following;
 - ongoing benefit to your business and Jetty Road Glenelg
 - additional value-add
 - innovation, creative or sustainable practices

Funds are not available for:

- Wages, personal expenses, stock purchases, leases, legal costs and day to day operational functions
- Businesses operating outside of the Jetty Road Glenelg mainstreet levy
- Maintenance, repairs or building costs
- Training

Applications will be assessed according to:

- Detail and quality of the application, including completing all necessary questions, paperwork and essential information
- Must be on the electronic form provided

Application process

- Email notification that your application has been received
- Applications received will be considered by on their merit and overall benefit
- You will be notified of the outcome of your application via email

Grant Requirements

- Funds must be spent according to what was outlined in the application. Any changes must be submitted to Jetty Road Mainstreet administration via hello@jettyrdglenelg.com for approval
- Ethical business practices must be demonstrated in the activity
- Successful applicants must acknowledge Jetty Road funding in any marketing
- Jetty Road Mainstreet Committee and the City of Holdfast Bay reserves the right to utilise photos and promote and publish your initiative on the Jetty Road website and use images in publications and marketing material on an ongoing basis



Important Information

- Applications are open to any Jetty Road Glenelg Precinct business that meets the requirements outlined in these guidelines and subject to the availability of budgeted funds.
- Assessment of the initiative will be in a timely manner.
- You may discuss your application with Virginia Miller, Business Development Partner to gauge the suitability of your application
- Incomplete applications will not be considered
- All applications must be received via the electronic form (unless otherwise agreed)
- The proposed initiative must be completed within the specified time
- Only one proposal will be considered by each applicant
- Canvassing or lobbying is prohibited
- Jetty Road Mainstreet Committee and the City of Holdfast Bay has the right to arrange photographs, video recording or similar on completion of the grant initiative, for the purpose of showcasing on its website and/or other publications.

Any questions or queries

For further information can be obtained via email hello@jettyroaddglenelg.com or phoning Virginia Miller, Business Development Partner on 0477 884 446

Applicants with a disability may contact hello@jettyrdglenelg.com for other methods of applying.