

# 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**

3 September 2025 at 6pm



**Pamela Jackson**  
Chief Executive Officer



## 1. Opening

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

## 2. Kurna Acknowledgement

*We acknowledge Kurna 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 Kurna People today.*

## 3. Apologies

3.1 Apologies received: K Bailey

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 13 August 2025 be taken as read and confirmed.**

## 6. Presentations

6.1 Transforming Jetty Road Project  
Ms C Armfield, Principal Project Manager to provide and update on the Transforming Jetty Road Project.

6.2 Member Training  
Chairperson, G Martin to present learnings from the Precinct & Community Group workshop and Vice Chair A Warren to present learnings from the workshop on the Activate Your Place: Integrating Branding with Data & AI to Foster Vibrant Mainstreets and Communities.

## 7. Questions by Members

7.1 Without Notice

7.2 On Notice – Nil



**8. Reports By Officers**

8.1	Action List Update	(Report No: 284/25)
8.2	Items in Brief	(Report No: 285/25)
8.3	Jetty Road Events Update	(Report No: 286/25)
8.4	Monthly Finance Update	(Report No: 287/25)
8.5	Marketing Report	(Report No: 288/25)
8.6	Commercial Tenancy Useable Space	(Report No: 289/25)

**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 1 October 2025 in the Mayor's Parlour – Glenelg Town Hall, Moseley Square, Glenelg.

**11. Closure**

**Pamela Jackson**  
Chief Executive Officer

**Item No:** 8.1

**Subject:** ACTION LIST UPDATE

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## 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.

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## Recommendation

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

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## 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

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**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 at 29 August 2025**

Meeting	Agenda Item	Action Required	Responsibility	Estimated Completion Date	Current Status
2 July 2025	6.1 Transforming Jetty Road Project Update	Prepare a statement for Traders around the steps of outdoor dining	Manager Community Safety	August 2025	Letters sent to affected permit holders <b>COMPLETED</b>
2 July 2025	6.1 Transforming Jetty Road Project Update	E-Introduction for John (JRMCMember) and Cherie (Project Manager)	GM Community & Business	August 2025	<b>COMPLETED</b>
2 July 2025	9.1 Motion on Notice – Trader Package	Develop various business support packages for JRMCM to distribute	Manager City Activation	August 2025	Flyer and corresponding webpage information created to direct businesses to the information and support packages for assistance throughout the TJR project. Delivered by TJR project team to businesses. <b>COMPLETED</b>
2 July 2025	9.3 Motion on Notice – Letter to Australia Post	Administration to write a support letter, signed by the Chair of the JRMCM 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.
2 July 2025	9.4 Motion on Notice - Mainstreet SA, Activate Your Place Training	Book four committee members to attend Activate Your Place training through Mainstreet SA, at a cost of \$150.00 per person (S Mills, M Gilligan, A Warren and T Beatrice)	Business Development Partner	July 2025	Training booked attended by 3 Members <b>COMPLETED</b>
2 July 2025	10.4 Marketing update	Request for marketing consultant to be onboarded as it does not require JRMCM approval at August meeting	GM Community & Business	August 2025	Contract executed and discovery documents provided by administration <b>COMPLETED</b>
2 July 2025	11.2 Current Useable Space within commercial tenancies in Jetty Road Glenelg report	Administration to investigate the current useable space, within commercial tenancies in the Jetty Road Glenelg precinct and provide a report to Jetty Road	Business Development Partner	JRMCM Sep 2025 Meeting	Report included in Agenda 3 September 2025 <b>COMPLETED</b>

**Jetty Road Mainstreet Committee - Action Items**  
as at 29 August 2025

Meeting	Agenda Item	Action Required	Responsibility	Estimated Completion Date	Current Status
		Mainstreet by the September Meeting. Administration took on notice to action			
13 August 2025	7.2.1 Jetty Road Advertising Campaigns	Request to extend radio campaign until Society's strategy in place	GM Community & Business	September 2025	Quote received and extension until end October approved by administration under delegation <b>COMPLETED</b>
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 & Business	September 2025	
13 August 2025	8.3 Jetty Road Events update	Sea to Shore program update to be provided for review	Manager Activation	JRMC Oct 2025 meeting	In progress



**Item No:** 8.2

**Subject:** ITEMS IN BRIEF

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## Summary

This item is presented for the information of Members.

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

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## Recommendation

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

**1. Business Support**

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## Report

**1. Business Support**

The Transforming Jetty Road website features a dedicated business support page detailing the range of assistance available to Jetty Road Glenelg businesses throughout the duration of the project. The support program has been promoted through in-store visits, flyer distribution, e-newsletters, social media, and direct referrals.

The following interest has occurred for the grants program as at Wednesday 20 August:

***Shop Improvement Grants***

Four applications submitted and currently under consideration.

Seven applications are currently in progress within the grant's portal, with businesses actively gathering the necessary supporting documentation, including quotes and landlord approvals. This demonstrates a strong level of engagement and interest in the program.

***E-Commerce and Business Support Grants***

Four applications are currently in progress within the portal; however, they have not moved to submitted stage.

***Micro Grants***

Two applications submitted.

Two applications are currently in progress within the portal; however, they have not moved to submitted stage.

***Pigeon Control Grants***

One application submitted.

One application is currently in progress within the portal; however, it has not moved to submitted stage.

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**Written By:** Business Development Partner

**General Manager:** Community and Business, Ms M Lock

**Item No:** 8.3

**Subject:** JETTY ROAD EVENTS UPDATE

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## 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.

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## Recommendation

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

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## 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 which includes the following JRMCC supported events:

### ***Co-funded with Council***

- \$75,000 – Winter Activation – Glenelg Winter Arts Festival (Council funding of \$20,000)
- \$75,000 – Spring Activation – Sea to Shore, Glenelg Seafood Festival
- \$45,000 – Summer Activation – Glenelg Ice Cream Festival

### ***JRMCC Sponsored***

- \$25,000 – Glenelg Christmas Pageant (event run by Council)

## 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**

Council endorsed the 2025–26 events program and budget on 10 June 2025, with \$20,000 allocated for outsourced coordination of JRMC’s winter activation. Following JRMC’s briefing workshop, Council’s Events team sought proposals from ForMile Events, who developed a repeatable street-party style activation model. Three program options were considered, with Option A with six activations endorsed by JRMC at their 13 August 2025 meeting.

**Current Status**

ForMile Events is currently working with Council’s Events team to finalise planning and delivery arrangements. Planning is now focused on:

- confirming dates and locations across the precinct between August to October 2025, with five Sundays and the final event planned for a Saturday.
- aligning site sequencing with the Transforming Jetty Road Project construction footprint.
- coordinating trader engagement in line with the ‘trader-first’ participation model, secure precinct traders’ participation and extension of licenced services areas.
- locking in core event elements (licenced bar, live music, fire pits, food offerings, temporary infrastructure).
- managing risk and compliance (security/HVM scaling, permits, contingency planning).
- ForMile and Council’s Events team will finalise the program schedule in consultation with JRMC, mindful of flagged clashes with major events.
- detailed event plans and compliance documentation will be prepared for Council approval ahead of delivery.

**Sea to Shore**

Sea to Shore is Adelaide’s only dedicated seafood festival, showcasing South Australian seafood, chefs, and producers through a mix of food experiences, live entertainment, and educational programming. Council and JRMC have jointly committed \$150,000 (\$75,000 each) to deliver the event. The event was previously staged in October; however, following consideration of the harmful algal bloom’s impact, major works in the precinct, and the opportunity to leverage a stronger return on investment, it was recommended that the event be postponed aligning with Tasting Australia 2026.

**Current Status**

- The event is now proposed for May 2026, positioned as an Associated Event of Tasting Australia (2–11 May 2026).
- Final confirmation of dates is subject to the release of Tasting Australia’s Associated Event program applications including tiers and costs (October 2025).

- Planning continues in programming and logistics, including:
  - relocating the demonstration kitchen to Chapel Plaza to showcase Jetty Road chefs and drive trader engagement.
  - curated food and beverage offerings, with 16 vendors selected through a staged EOI, prioritising Jetty Road traders.
  - Ambassador engagement (Ava Barrie and Amanda Prance) to curate food offerings, lead demonstrations, and act as event faces.
  - entertainment, infrastructure, and marketing planning aligned to precinct activation during the Transforming Jetty Road Project and Tram Grade Separation works.
- Risk management strategies are being developed to address harmful algal bloom uncertainties, potential visitation impacts, and precinct works interfaces.

#### *Next Steps*

- Once tiers and fees are confirmed, to submit an Associated Event application to Tasting Australia in October 2025.
- Finalise Ambassador contracts and confirm PR/marketing partnerships.
- Develop and release EOIs for food vendors, bars, and sponsorship opportunities.
- Continue stakeholder engagement (council teams, JPMC, PIRSA, DEW, SA Health, traders).

#### ***Christmas event***

Traditionally, council has delivered the Glenelg Christmas Pageant, however due to the Transforming Jetty Road Project, a parade format is not possible in 2025. Instead, Council will deliver Christmas at the Bay – a static community celebration featuring children’s activities, markets, and twilight carols.

The event is scheduled for Saturday 6 December 2025 and will be delivered across Moseley Square and Jimmy Melrose Park. This format ensures the precinct remains activated, provides opportunities for trader engagement, and maintains Glenelg’s identity as a major festive destination during a period of construction and disruption.

#### *Current Status*

Budget: \$92,000 total (Council \$67,000; JPMC sponsorship \$25,000).

#### *Program:*

- Afternoon activities in Moseley Square and Bay Discovery Centre (crafts, face painting, Santa visits, youth market).
- Evening community carols and stage show at Jimmy Melrose Park, anchored by Charmaine Jones and Gospo Collective, supported by local community groups.

- Trader and community involvement through food stalls, youth market, barbecue by Rotary, and opportunities for local performers.

**Promotion:**

Will highlight the shift from pageant to a family-oriented community celebration.

Communications and Engagement will lead Council's promotion, with support from artists and external channels.

**Engagement:**

Council's Events, Libraries, Tourism, Community Wellbeing, and Economic Development teams are working with Charmaine Jones, and traders to deliver the program.

**Planning Timeline:**

Event brief approved in August; promotion launch October; Santa bookings and final program confirmed November.

***Next Steps***

- Finalise contractor arrangements, community group performances, and food vendor EOIs.
- Launch public communications in October, including FAQs for Elected Members and JRMC.
- Confirm Santa activation, youth market stallholders, and stage program.
- Complete operational and risk management planning ahead of December delivery.

***Ice Cream Festival***

Budget: \$90,000 (JRMC co-contribution \$45,000)

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.

***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:

- City Bay – 21 September
  - Giant Wheel – 24 October
  - The Local include the Glenelg Music Bowl – 8-9 November
  - New Years Eve – 31 December.
- At the 12 August Council meeting, Council approved funding for a reduced NYE event, covering fireworks and public safety measures at Glenelg and Brighton.

## Budget

Allocations for identified events are included in the 2025-26 JPMC 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

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### Written By:

Event Lead

### General Manager:

Community and Business, Ms M Lock



**Item No:** 8.4

**Subject:** MONTHLY FINANCE REPORT

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## Summary

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

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## Recommendation

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

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## 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 assist with variances, phasing of the budget expenditure throughout the year will be undertaken. Allocations will also be adjusted to align with the endorsed Marketing Strategy, following consideration by the Jetty Road Mainstreet Committee (JRMCC) on presentation by the marketing consultancy. The 2024-25 carry forward of \$111,220 has been added to the overall budget, resulting in the operational expenditure budget increasing to \$856,010.

A Service Level Agreement (SLA) will be developed to identify funds required to carry out essential key functions such as contractor management, event coordination and management, administrative functions and day-to-day operations. These services are vital to maintain the smooth operations for the JRMCC. An SLA clearly outlines the responsibilities, performance expectations timelines, and reporting requirements of the service provider, ensuring alignment with the JRMCC strategic goals. By formalising these arrangements, the SLA provides transparency for all stakeholders, supports efficient resource allocation, and enable performance monitoring to ensure value for money with contractors.

It is intended that the SLA will be tabled for consideration an endorsement at the October meeting.

## 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

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<b>Written By:</b>	Business Development Partner
<b>General Manager:</b>	Community and Business, Ms M Lock

# Attachment 1

## INCOME & EXPENDITURE STATEMENT 31 JULY 2025

	Annual Budget	YTD Budget	YTD Actuals	Variance	2023/24 Actuals	2024/25 Actuals
<b>Revenue</b>						
General Rates Raised	724,790	724,790	724,782	(8)	660,238	707,112
Other Income	20,000	250	-	(250)	5,791	1,303
	<b>744,790</b>	<b>725,040</b>	<b>724,782</b>	<b>(257)</b>	<b>666,029</b>	<b>708,415</b>
<b>Expenses</b>						
Employee Costs	125,000	10,417	1,500	8,917	220,761	133,213
Sponsorships	20,000	-	-	-	40,595	25,000
Professional Services	352,000	26,375	7,083	19,292	-	-
Event Management	-	-	-	-	5,112	11,461
Food & Drink	5,000	-	-	-	4,342	3,384
Lighting	-	-	-	-	10,533	1,059
Gift Card Expenditure	-	-	-	-	6,210	-
Public Art Projects	50,000	-	-	-	6,210	-
Other Expenditure	109,010	35,510	2,491	33,019	2,447	4,284
Unallocated credit card expenditure	-	-	-	-	-	-
<b>Marketing</b>						
Social Media Management	-	-	-	-	9,358	12,206
Signage	-	-	-	-	12,000	57,528
Public Relations	-	-	-	-	52,528	8,675
Publications	-	-	-	-	65,018	62,618
Advertising	-	-	-	-	26,541	41,771
Promotions	-	-	-	-	38,543	47,699
Marketing Contingency	-	-	-	-	34,867	51,729
<b>Co-funded Events</b>						
Winter Activation	75,000	-	-	-	75,000	75,000
Summer Activation	45,000	-	-	-	40,000	50,000
Seafood Festival	75,000	-	-	-	50,000	50,000
Spring Street Party	-	-	-	-	-	-
<b>Special projects</b>						
	-	-	-	-	-	50,000
	<b>856,010</b>	<b>72,302</b>	<b>11,074</b>	<b>61,228</b>	<b>700,065</b>	<b>685,628</b>
<b>Net Profit/(Loss)*</b>	<b>(111,220)</b>	<b>652,738</b>	<b>713,709</b>	<b>60,971</b>	<b>(34,036)</b>	<b>22,787</b>

\*Annual Budget includes carry forward amount from 2024/25 of \$111,220

**INCOME & EXPENDITURE STATEMENT 31 JULY 2025**

		Annual Budget	YTD Budget	YTD Actuals	Variance	2023/24 Actuals	2024/25 Actuals
<b>Expenses</b>							
<b>Marketing</b>							
Social Media Management		-	-	-	-	9,358	12,206
Signage	Bus wraps, Holdfast Walk and light posts	-	-	-	-	12,000	57,528
Public Relations	PR, Blogs and Consumer News, Faces of Jetty Road, photoshoot	-	-	-	-	52,528	8,675
Publications	JR LOCAL Magazine	-	-	-	-	65,018	62,618
Advertising	Social Media advertsing, Website, Google Adwords, YouTube advertising	-	-	-	-	26,541	41,771
Promotions	Shopping campaigns including Jetty Road Gift Card	-	-	-	-	38,543	47,699
Marketing Contingency	Marketing contingency including brand roll out	-	-	-	-	34,867	51,729
		-	-	-	-	<b>238,855</b>	<b>282,226</b>

**Item No:** 8.5

**Subject:** **MARKETING REPORT**

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## 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 September 2025.

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## Recommendation

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

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## Background

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

## Report

Following a competitive selection process to appoint a marketing consultancy, Society Marketing Communications was introduced to the Jetty Road Mainstreet Committee (JRMCC) at their meeting on 13 August 2025. Society has been engaged to develop a one-year marketing strategy and 18-month forward plan calendar of initiatives for consideration by the JRMCC.

While the marketing strategy is being developed, the JRMCC has continued to support projects identified as interim initiatives to stimulate activation within the Jetty Road, Glenelg precinct.

### ***Social Media***

In July, Jetty Road's Instagram showed strong upward performance across several key metrics. There was a 0.2% growth in new followers, taking the total amount to 23,023. There was a solid level of exposure with a reach of 18,506, an increase of 11.1% in views.

Content interactions remained strong, reflecting consistent engagement from the audience, experiencing a 19.5% uplift, suggesting improved interest in linked content or more effective calls to action.

Instagram performance across all metrics has resulted in the following:

Follower growth:	Total followers 23,023, 194 new followers (+0.2%)
Total views:	208,928 (+11.1%)
Content interactions:	1,784
Total reach:	18,506
Link clicks:	49 (+19.5%)

In July, the top-performing post in terms of reach was the 10 July feature on Ghanda Clothing's new store opening, which reached 4,150 accounts and gained 10,073 views. Its success is attributed to the popularity of the Ghanda brand, visual engagement and Jetty Road's fashion-focused audience.

School holiday activities were a notable drawcard, with various activities held at Glenelg Town Hall and other venues including Stamford Grand Adelaide.

Facebook maintained strong performance bringing the total community to 36,326. Notable link clicks saw a significant spike, increasing by 475.2%. This sharp rise indicates a strong intent to learn more, with users actively engaging with call-to-action content and exploring beyond the post.

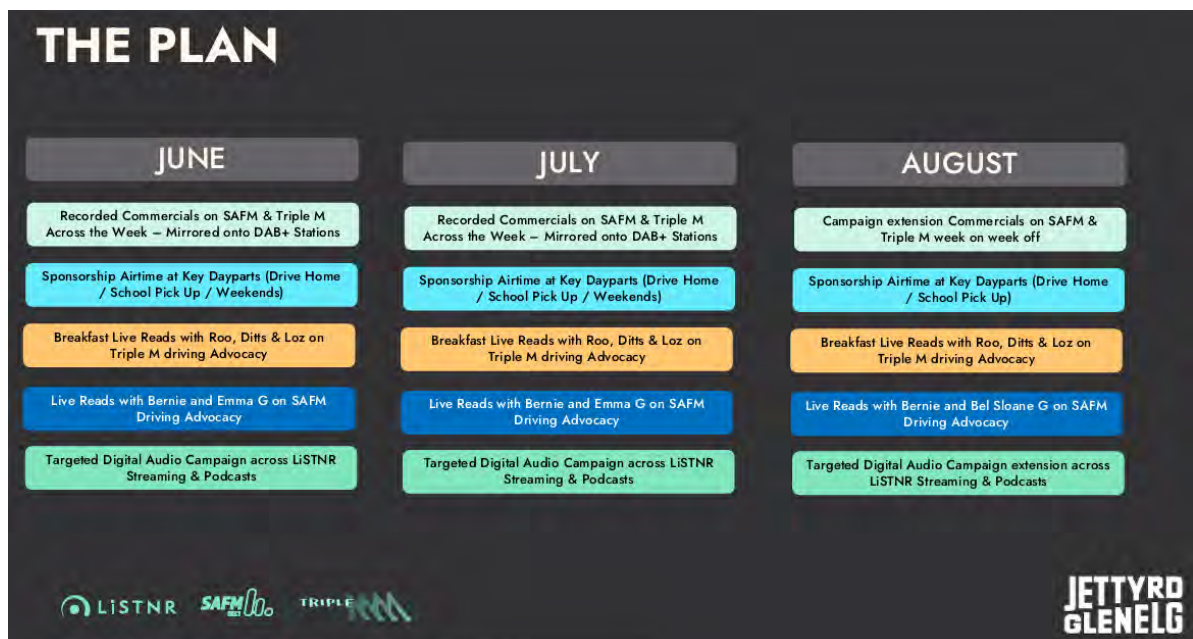
Community-driven storytelling highlighted the value of authentic content, showcasing Banjo's Bakery (24,732 reached) and fashion brand Blazae (12,156 reached) as the top two performers during July.

*Refer Attachment 1*

### **Radio Media**

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

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, June to August, focusses on the following:





**Consumer Newsletter**

There was one Jetty Road consumer e-newsletter in this reporting period:

**August EDM edition:**

Jetty Road consumer e-news published Wednesday 27 August 2025

Subject: Jetty Road is open for business | Spoil Dad with a Day at the Bay

Recipients: 7,696

Opens: 969

Top five clicked links:

1. Jetty Road home page
2. Celebrate Local
3. Where to park
4. Business directory
5. Glenelg Good Times Sessions event listing

**Celebrate Local**

The City of Holdfast Bay introduced a shop local program on Monday 4 August 2025 which will be piloted in the Jetty Road, Glenelg precinct for a six-month period.

The initiative encourages residents to discover the value of supporting local business by offering personalised, community-first incentives that benefit both shoppers and businesses, requiring only proof of residence in Holdfast Bay to participate.

By offering exclusive rewards, bundled deals, in-store initiatives such as VIP events, discounts, and other incentives, this campaign encourages residents to shop locally and use the Holdfast Bay and Jetty Road business directories as their primary source for shopping, dining and services.

Over 50 businesses have already signed up to the campaign with many more considering their offers and registration. Promotion of the campaign is via the Jetty Road social media, City of Holdfast Bay social media, print media, digital screens and flyers.

**Jetty Road brand awareness campaign**

A focused two-month brand awareness campaign will be delivered from 1 September to 31 October 2025. The campaign, coordinated by council's Communications and Engagement team, will reinforce the key message that 'Jetty Road is open for business' and encourage locals and visitors there's 'More to Love on Jetty Road', particularly during the spring school holidays and October long weekend. A multi-channel approach will be implemented, including radio advertising across SAFM, LiSTNR, and Triple M with geo-targeted streaming and live reads; five full-back bus advertisements; and a combined digital and classic bus shelter campaign across high-traffic Adelaide CBD locations. The campaign will ensure a strong presence throughout key commuter and leisure periods and strategic times to maintain visitation ahead of a longer-term marketing consultancy rollout.

Complementary marketing activities will further extend the reach with paid content partnerships including a six-page spring fashion shoot in SA Style magazine and a four-page tourism and editorial feature in SA Life magazine, both of which leverage new precinct imagery and promote Glenelg as a vibrant retail and lifestyle destination. In addition, the summer

edition of the Jetty Road LOCAL magazine will be underway and released on 1 December to coincide with the start of summer trading, featuring curated content, retailer stories, and fashion highlights. Monthly consumer e-newsletters and ongoing trader communication via fortnightly e-newsletters will complement the campaign's core messaging.

*Refer Attachment 2*

## **Budget**

In the 2024-25 budget period, the JRMCM allocated \$293,495 towards implementing the Marketing Plan. The JRMCM will determine the budget allocation for 2025-26 pending the marketing consultancy presenting a marketing strategy and calendar of initiatives in September 2025.

## **Life Cycle Costs**

Not applicable

## **Strategic Plan**

Innovation: entrepreneurialism

Sustainability: resilience in our economy

## **Council Policy**

Not applicable

## **Statutory Provisions**

Not applicable

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**Written By:** Business Development Partner

**General Manager:** Community and Business, Ms M Lock

# Attachment 1

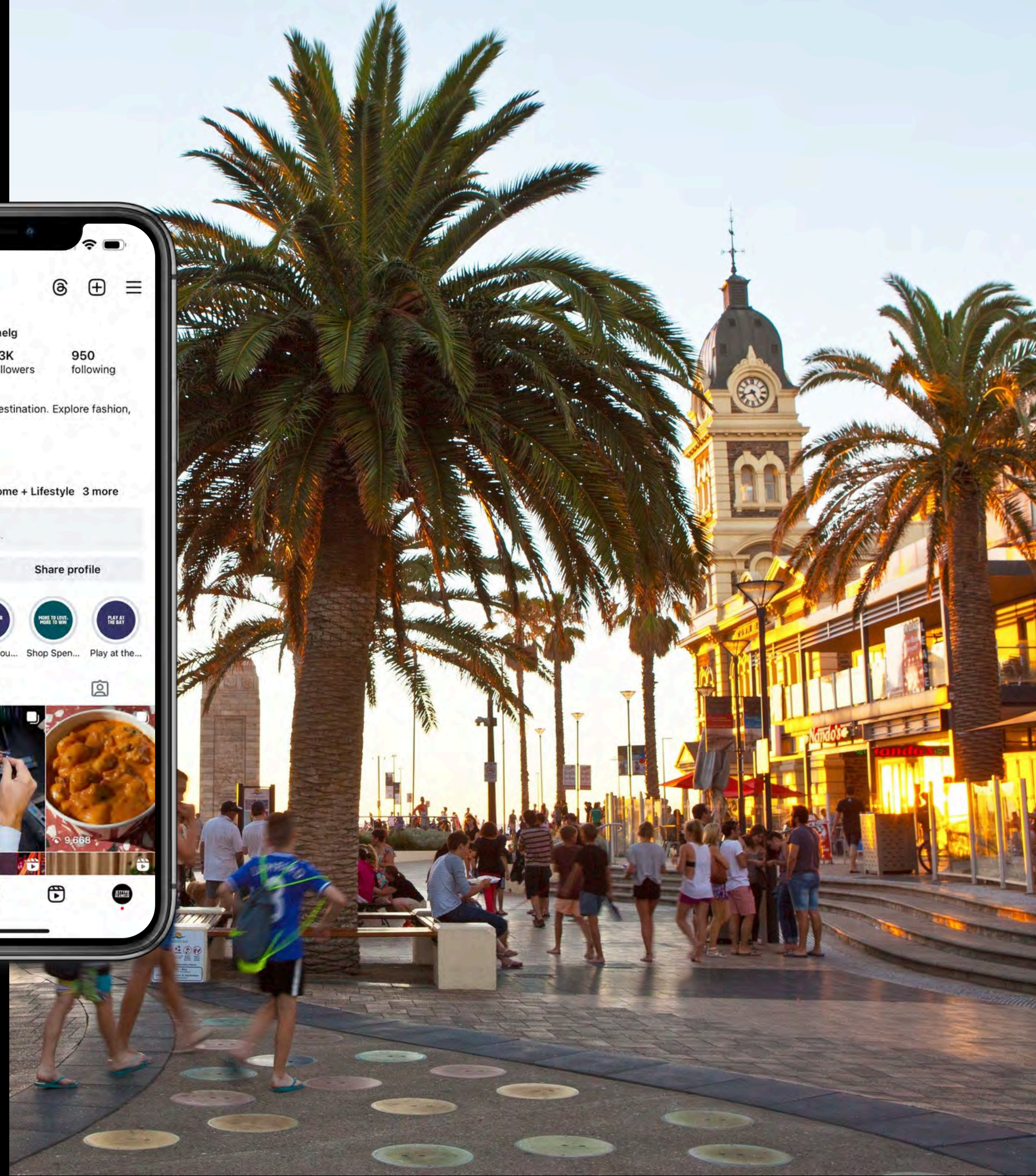
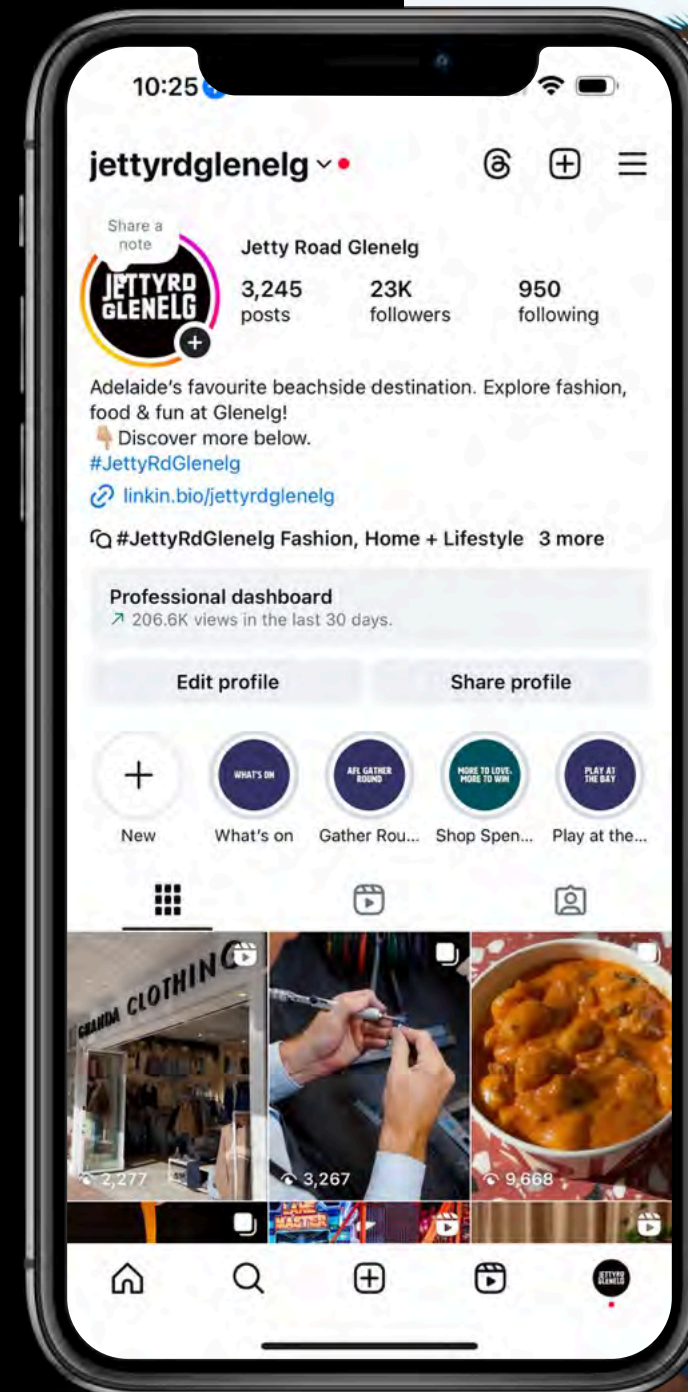


## SOCIAL MEDIA REPORT

# Jetty Rd x Say Cheese Social

Social Media Management  
Report July '25

PREPARED BY SAY CHEESE SOCIAL





# Instagram Performance

Total Followers

23,023 K

New Followers

+194 [+0.2%]

Total Views

208,928K [+11.1%]

Total Reach

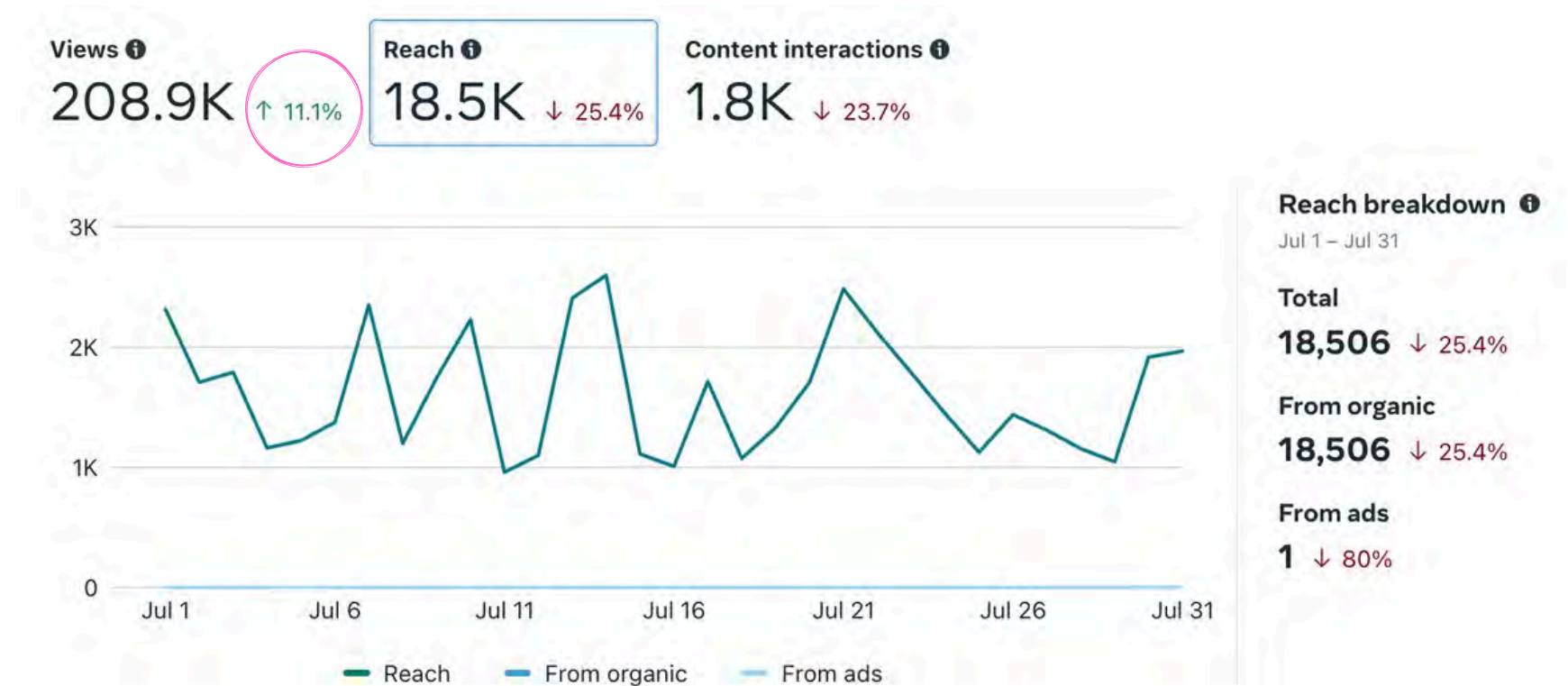
18,506K

Content Interactions

1,784K

Link Clicks

49 [+19.5%]



In July, Jetty Road’s Instagram performance showed strong upward momentum across several key metrics. Total followers increased to 23,023, with 194 new followers gained [a modest 0.2% growth.] Total views saw a notable rise of 11.1%, reaching 208.9K, while total reach hit 18,506K, indicating a solid level of exposure.

Content interactions remained strong at 1,784K, reflecting consistent engagement from the audience. Link clicks also experienced a 19.5% uplift, increasing to 49, suggesting improved interest in linked content or more effective calls to action.

These results indicate steady and promising growth for the account, with both organic engagement and paid efforts contributing to increased visibility and audience interaction. Overall, July marked a positive step forward in strengthening Jetty Road’s social media presence.

It's worth noting that last month’s top-performing post, featuring well-known public figure Lauren DeChez, who recently moved to Glenelg with her daughter, achieved significantly higher reach than this month’s best-performing post on Instagram. This difference likely contributed to the overall lower reach in July, highlighting how a single standout post can heavily influence monthly performance metrics.

# Top performing posts – Instagram

Post	Engagement Rate	Engagements	Followers	Views	Reach	Likes	Comments	Saves	Shares	Linkin.bio
 JUL 10, 2025 1:52 PM @GhandaClothing has officially moved into a fresh new space on Jetty Road ~ and it's bringing all the...	5.52%	229	22,994	10,073	4,150	186	14	3	26	N/A
 JUL 22, 2025 1:45 PM Step back to 1883... when Glenelg looked a little different. Spot the original Pier Hotel and Town Hall,...	7.32%	289	23,007	9,835	3,948	247	6	11	25	0
 JUL 14, 2025 11:03 AM From humble beginnings in Tasmania to over 40 bakeries across Australia, @BanjosBakery has built ...	4.39%	158	22,997	7,961	3,601	123	6	1	28	0
 JUL 1, 2025 9:27 AM Meet Marilyn & Melanie - the mother-daughter duo behind @BlazaeFashion Emporium. Blazae is our go...	3.92%	136	22,970	8,125	3,466	124	7	4	1	0
 JUL 24, 2025 10:03 AM Ever experienced a Japanese head spa? Tucked away on Jetty Road, @ReviveHeadSpaBeauty_Glenelg...	4.51%	146	23,008	4,557	3,235	62	5	22	57	N/A
 JUL 31, 2025 12:14 PM @PastaGoGo has been serving up family-made favourites since 2006, and their Jetty Road spot is...	4.03%	108	23,022	9,336	2,678	89	9	7	3	0
 JUL 21, 2025 10:00 AM @Massey.Espresso.Cucina.Dolce brings a little slice of Italy to Jetty Road - with time-honoured recipes,...	5.01%	132	23,008	6,708	2,637	115	4	3	10	1
 JUL 7, 2025 1:50 PM Happy World Chocolate Day! It's the sweetest day of the year, and lucky for us, Jetty Road knows how to...	4.00%	86	22,986	5,388	2,149	65	12	-	9	2
 JUL 8, 2025 9:10 AM School holiday plans? Sorted! The Kid's Dragon Play Zone is landing at @StamfordGrandAdelaide this...	2.07%	41	22,983	4,853	1,985	27	3	1	10	10

In July, the top-performing post in terms of reach was the July 10th feature on Ghanda Clothing's new store opening, which reached 4,150 accounts and gained 10,073 views. This post also had a strong engagement rate of 5.52%, generating 229 engagements, including 186 likes and 14 comments. Its success can likely be attributed to a combination of factors: the popularity of the Ghanda brand, the excitement around a new store opening, and visually engaging content that likely resonated with Jetty Road's fashion-focused audience.

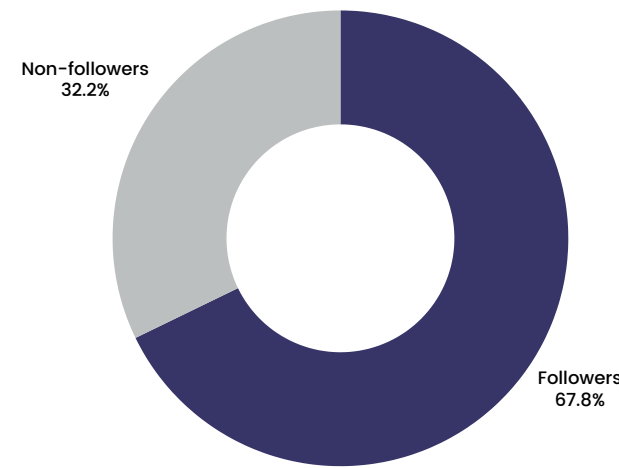
Another standout post was the July 22nd historical feature on Glenelg's Pier Hotel and Town Hall, which recorded the highest engagement rate of the month at 7.32% and achieved 289 total engagements, including 247 likes and 25 shares, indicating it struck a chord with followers interested in local history and nostalgia at Jetty Road.

Also worth noting is the July 8th school holiday post promoting the Kid's Dragon Play Zone at Stamford Grand Adelaide, which, while having a lower engagement rate (2.07%), it drove traffic via link clicks, with 10 clicks to the bio link, highlighting the effectiveness of family-friendly, timely content with a clear call to action.

Together, these posts highlight the value of mixing community interest stories, local business highlights, and targeted seasonal content to drive both engagement and actionable outcomes.

# Instagram Performance

## Views



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

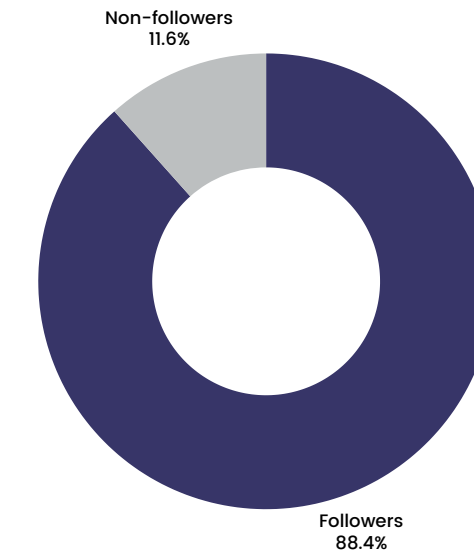
- 208,928 profile views
- 1,229 profile activity
- 18,506K accounts reached
- 56.2% of content is viewed from posts, 40.1% from stories
- 1,182 profile visits
- 47 external link taps **[+67.9%]**

These insights highlight audience interest and strong organic performance.

**Accounts Reached**  
18,506K

Profile activity ⓘ	2,385
vs 1 Apr-29 Apr	-23.5%
Profile visits	2,324 -23.5%
External link taps	61 -21.8%

## Interactions

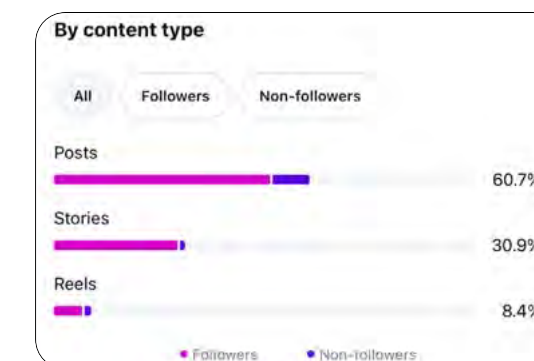


The results reflect positive momentum, showcasing strong engagement:

- 956 accounts engaged
- 1,784 interactions
- 190 **[+61]** shares across all content
- 65 saves across all content
- Posts had the highest engagement [60.7%]

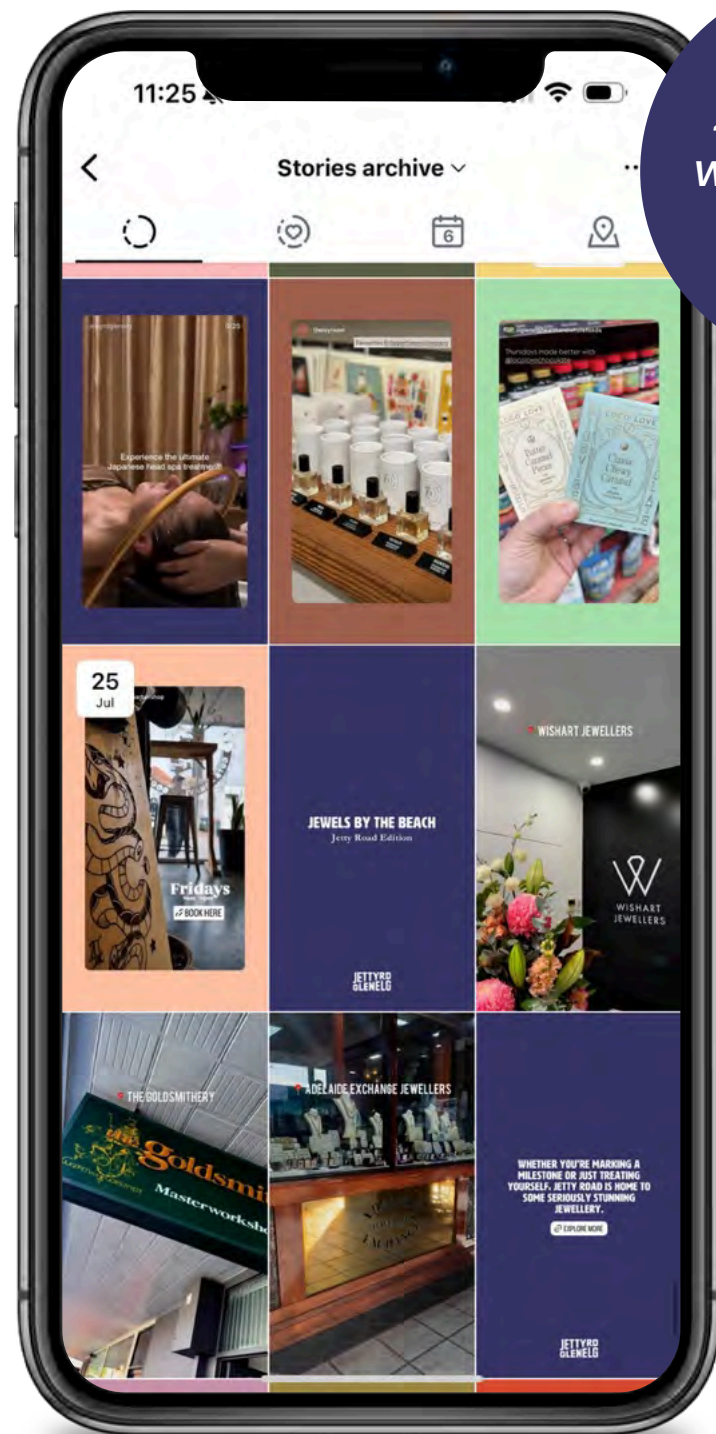
These numbers highlight the effectiveness of our content in reaching and resonating with both followers and new audiences.

**Accounts Engaged**  
956





# Instagram Stories

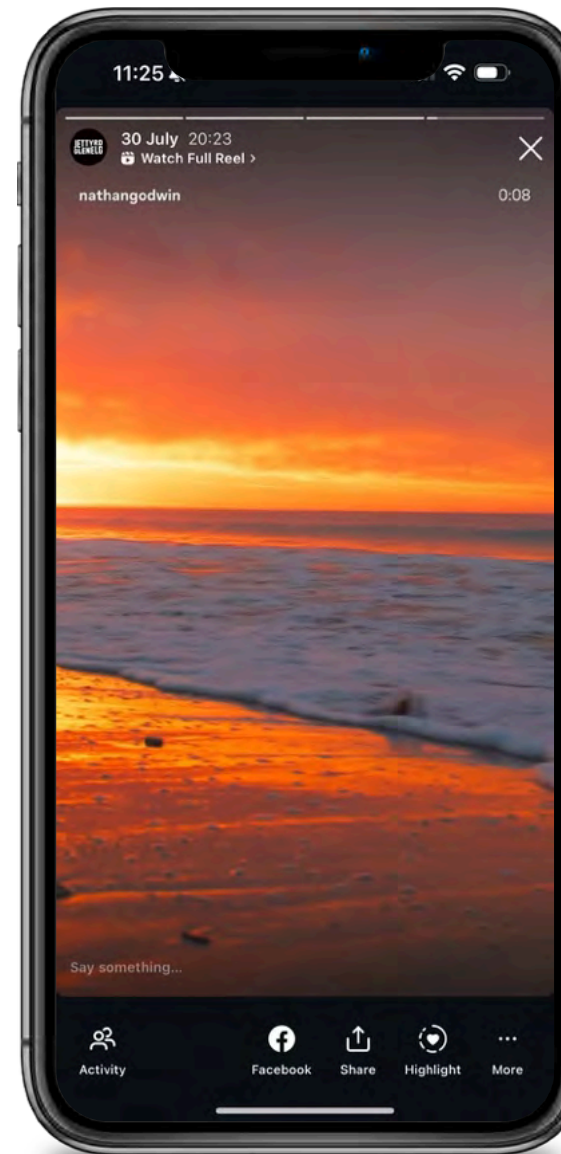


*233 stories  
were shared  
in July.*

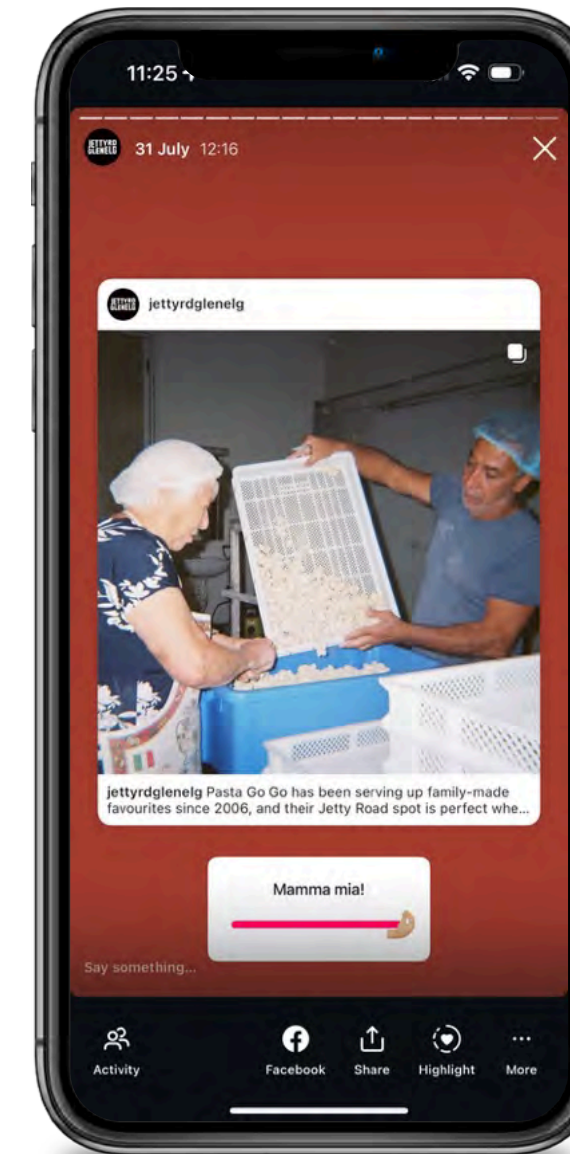
We shared 233 stories in July.

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

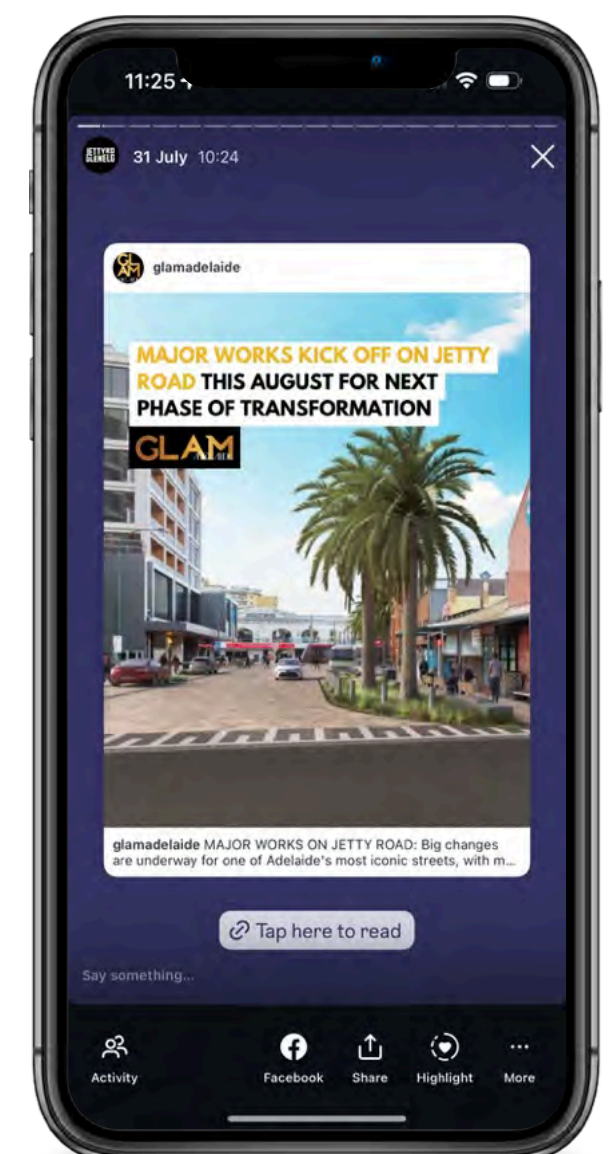
## *Customised stories*



Organic story reshare



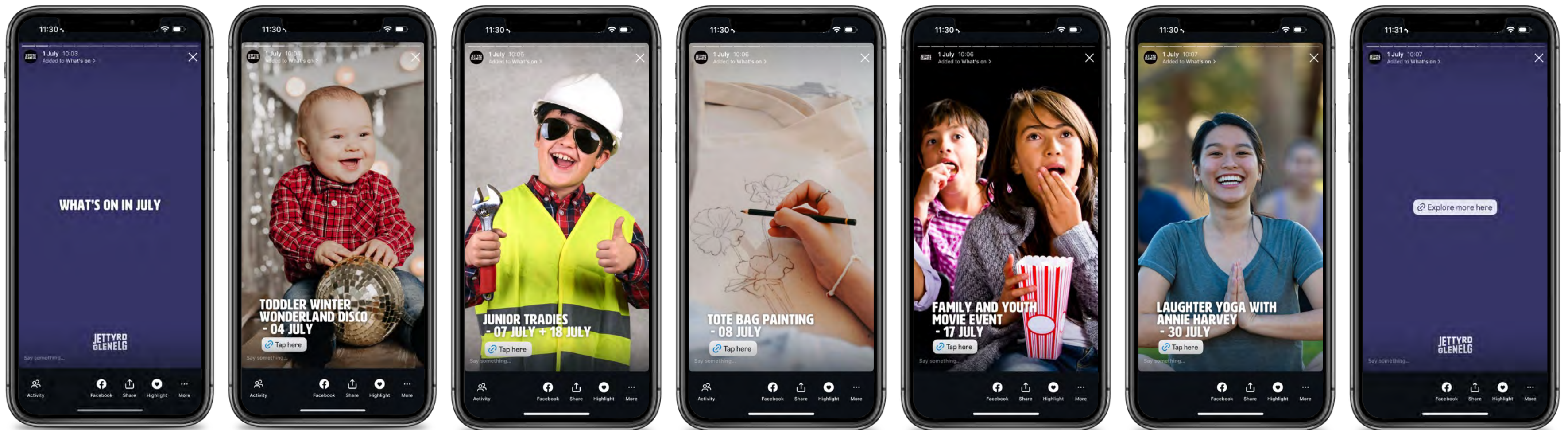
Slider to encourage user engagement and interaction



Reshare of Glam Adelaide article with live link



# Story Series



What's On In July – Story Series



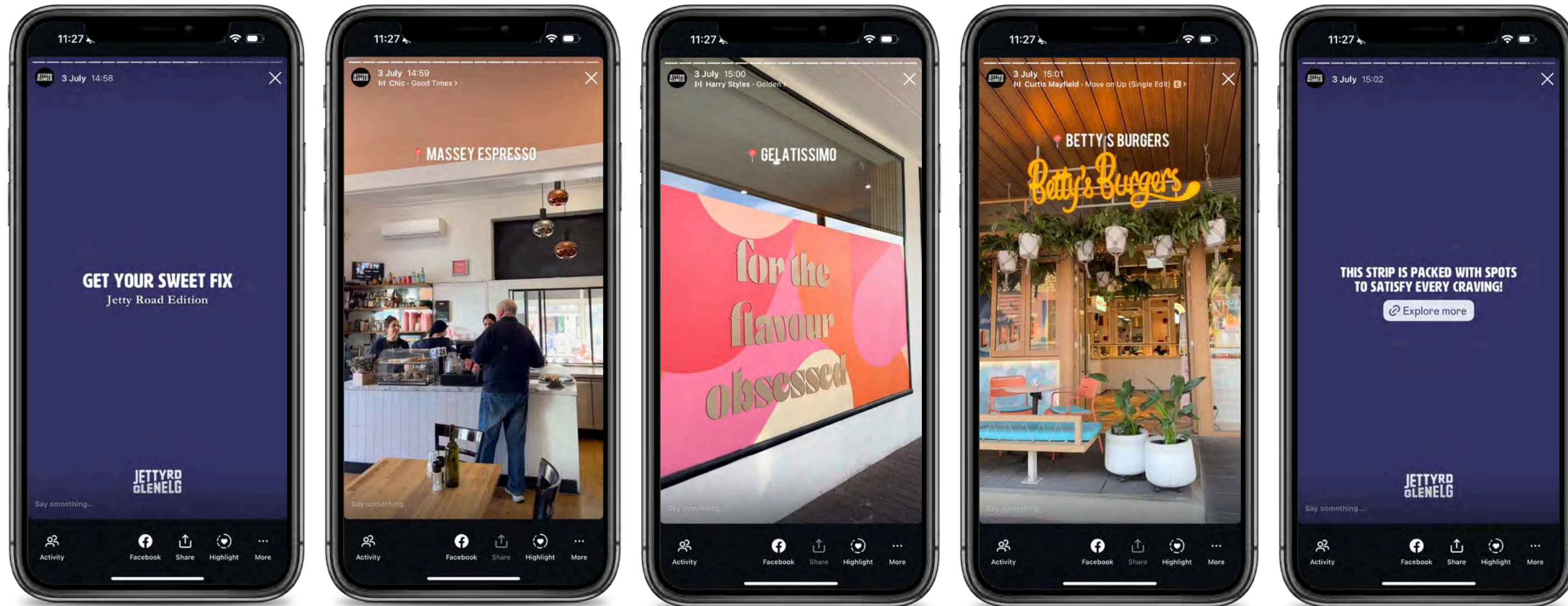
# Story Series



Kid Friendly Bites – Story Series [encouraging those attending Junior Tradies Event to grab child friendly meals down Jetty Road]

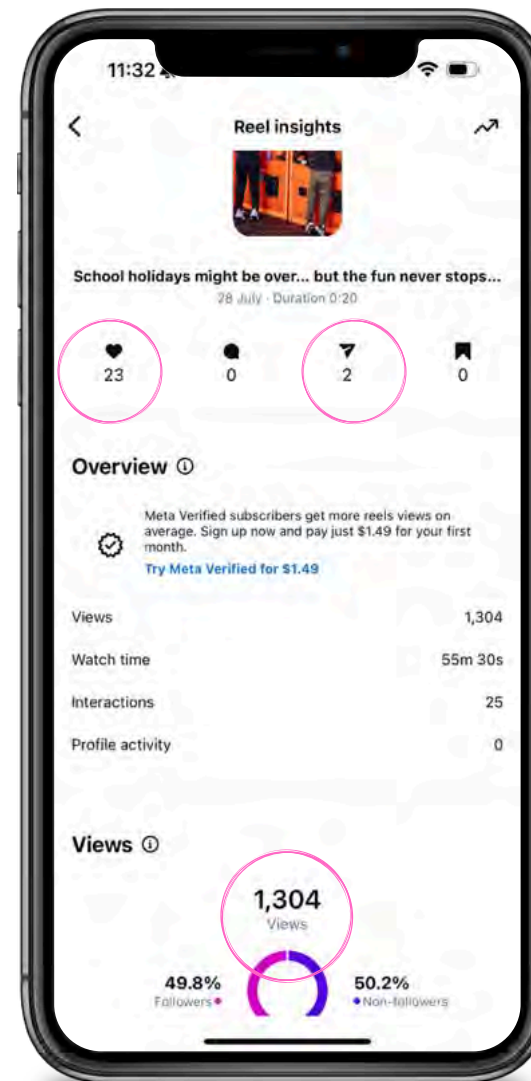
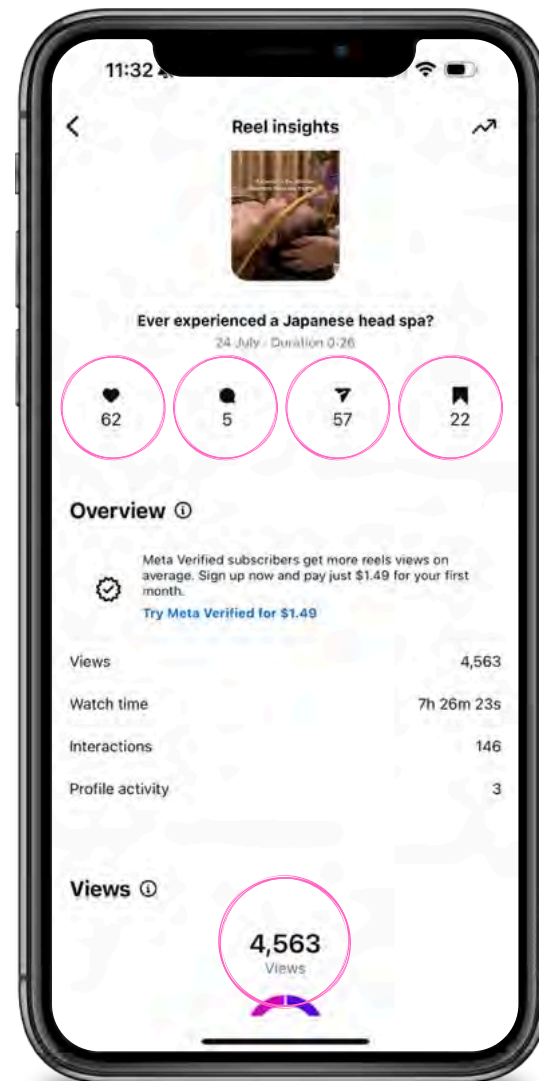
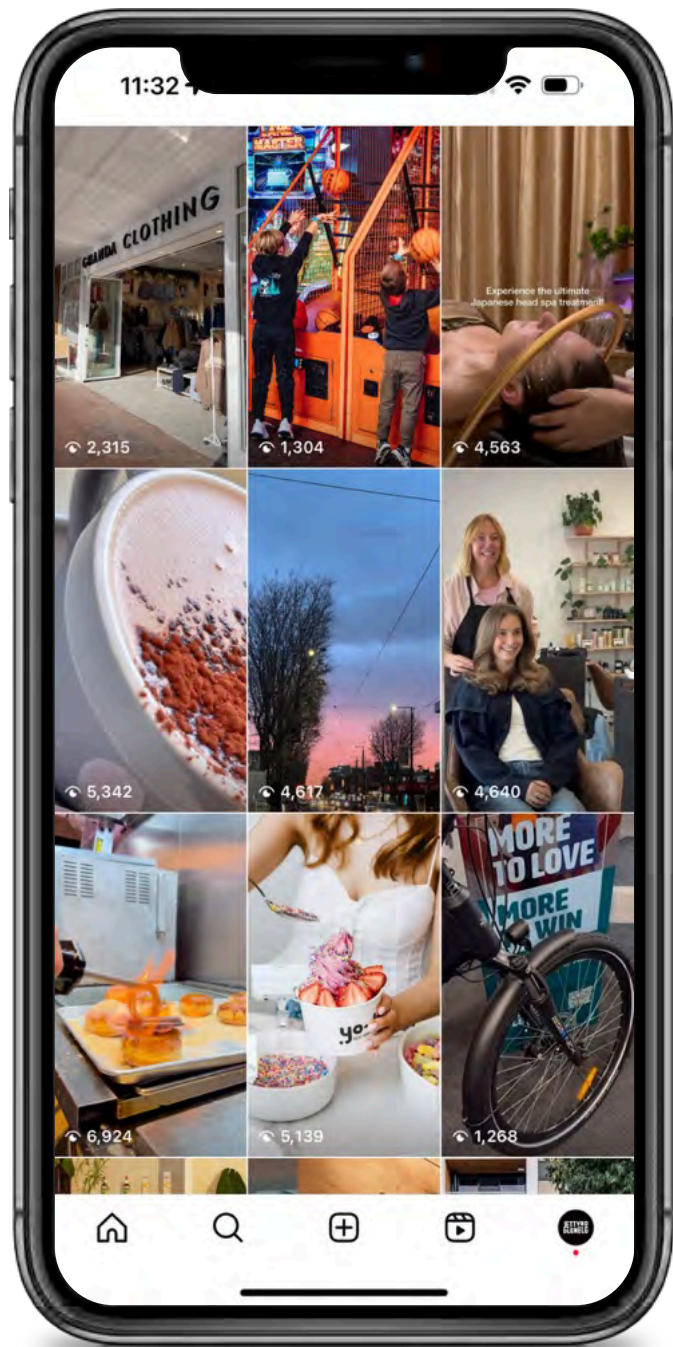


# Story Series



Where to get your sweet fix – precinct visits

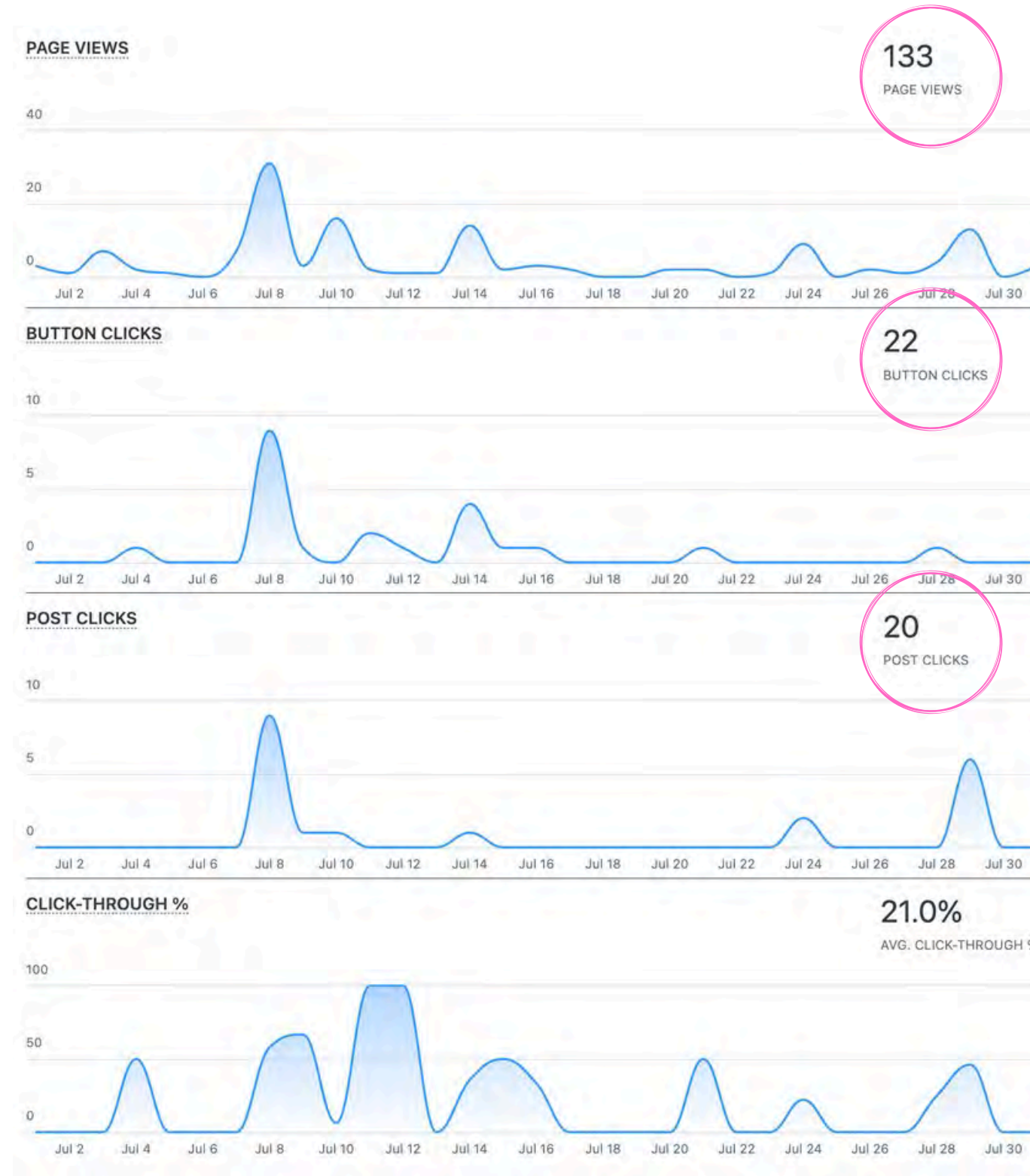
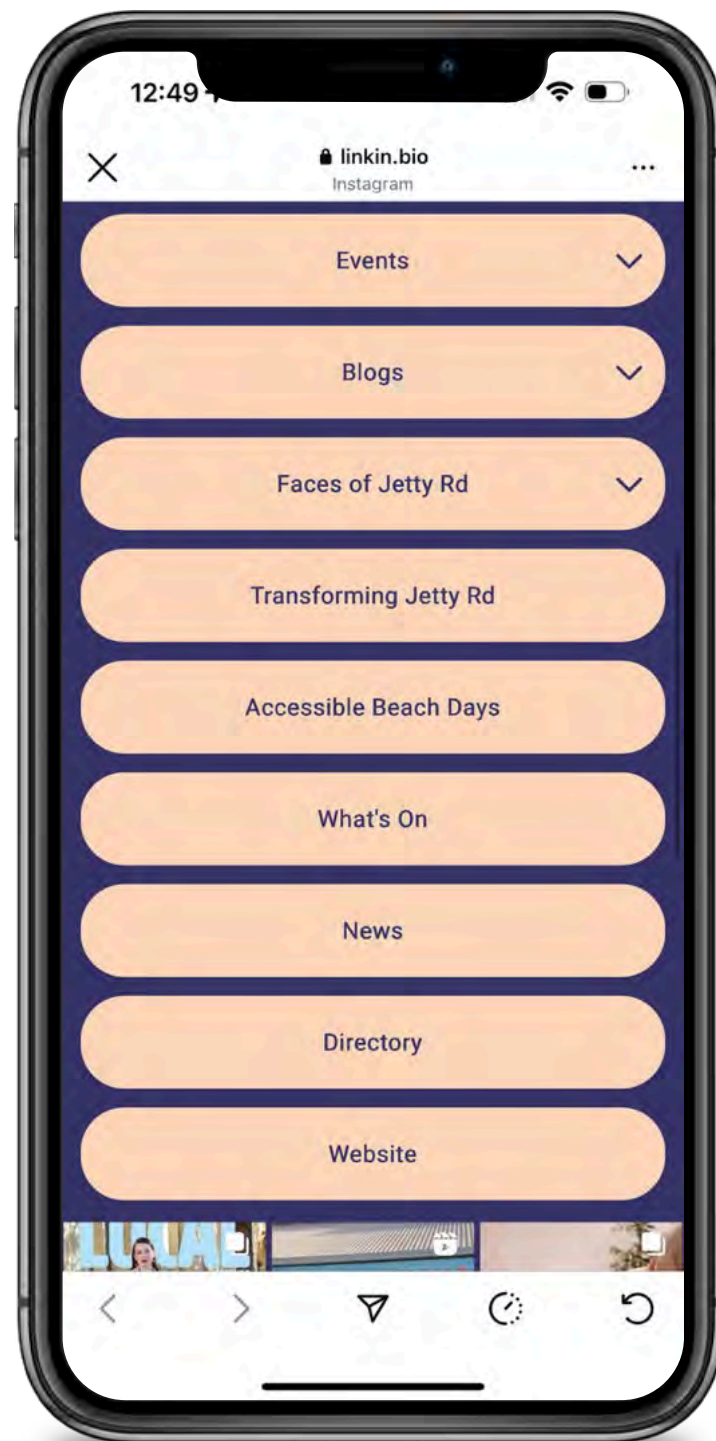
# Instagram Reels



We shared 2 reels in July. Collectively they were viewed 5,867 times!



# Link in bio



This month, Jetty Rd's link in bio recorded 133 **[+46]** page views demonstrating strong interest in the content we're sharing. Additionally, we saw 22 **[+10]** button clicks, showing that users are engaging well with our calls to action.

## Link in Bio CLICKS - July

**Events:** +11 clicks [166 total clicks]  
**Blogs:** +3 clicks [28 total clicks]  
**Faces of Jetty Rd:** +2 clicks [35 total clicks]  
**What's On:** +4 [55 total clicks]  
**Directory:** +1 [24 total clicks]  
**Website:** +5 clicks [23 total clicks]

## Banners:



**Ghanda's Fresh New Fit on Jetty Road**

13 clicks since Jul 9, 2025



**The Ultimate School Holiday Guide**  
Jetty Rd Edition

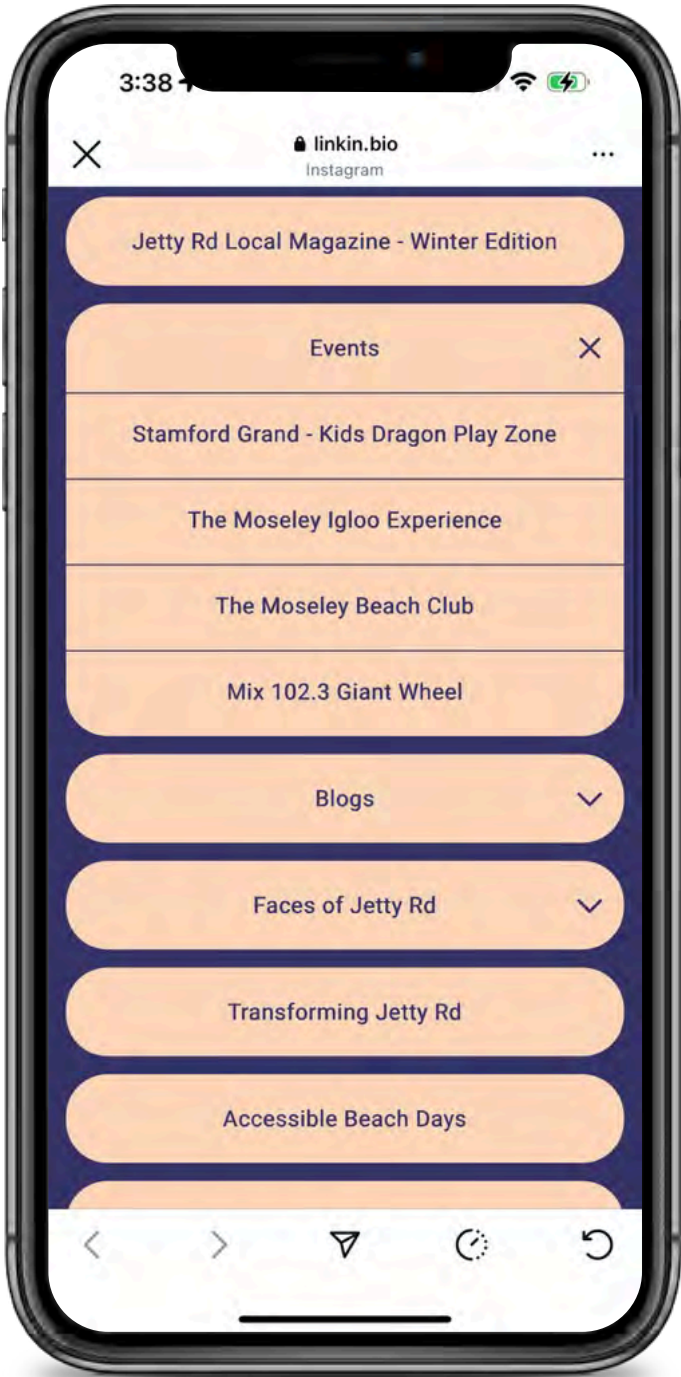
13 clicks since Jun 30, 2025



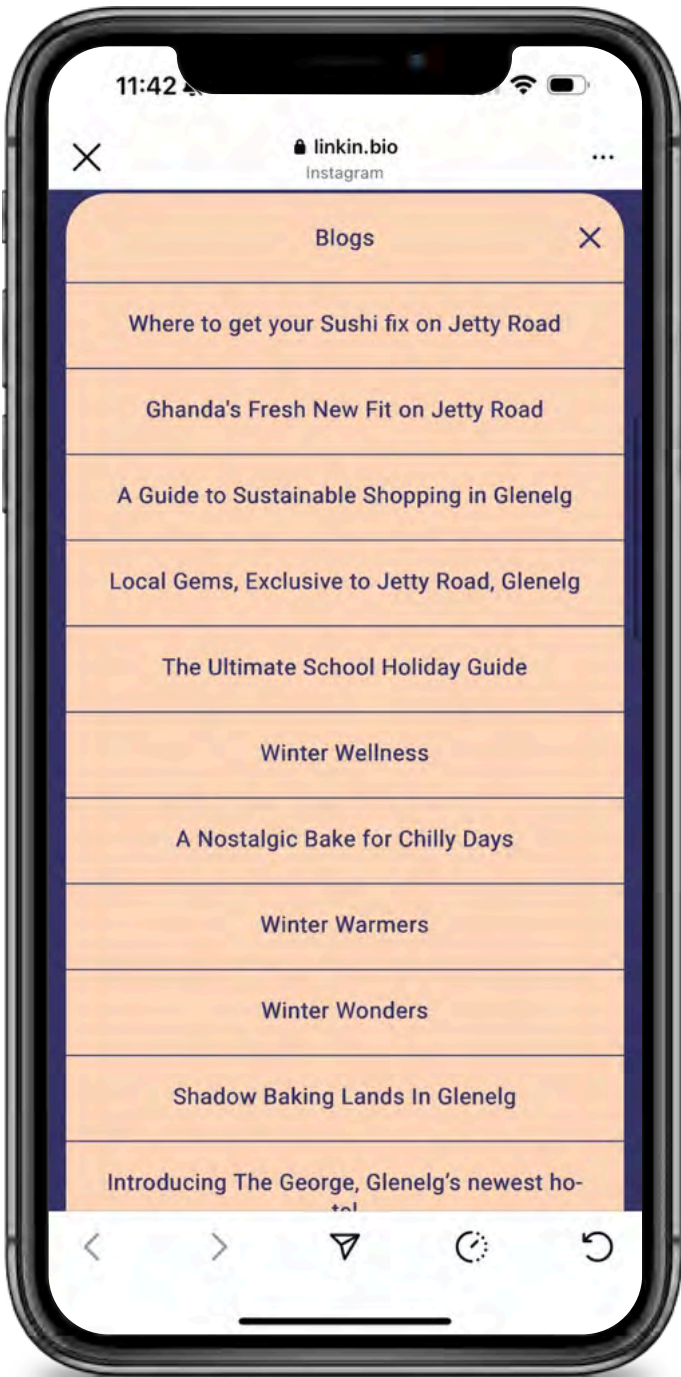
**A Nostalgic Bake for Chilly Days**  
Made by Mandy's Apple Crumble

3 clicks since Jun 30, 2025

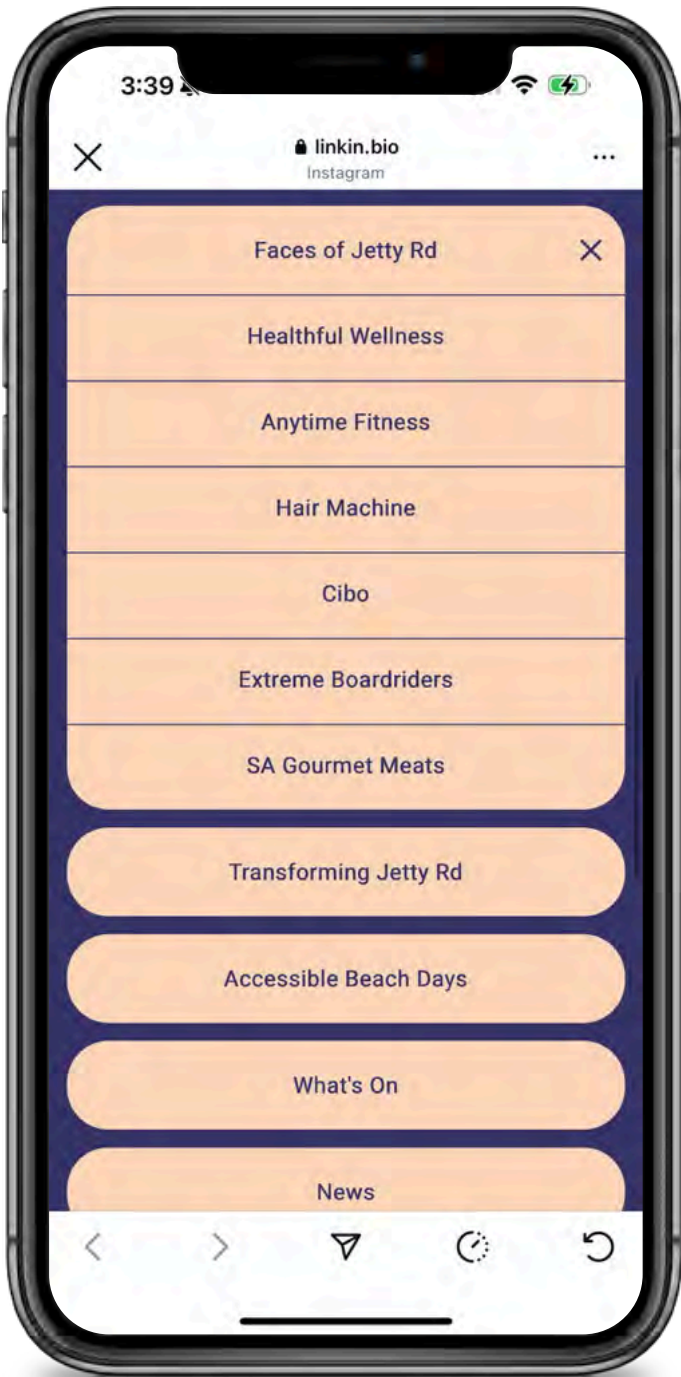
# Link in bio - drop down menus



Upcoming events



New blogs



Faces of Jetty Rd Campaign



# Facebook Performance

Total Page Followers

36,326 K

New Followers

+57

Total Reach

51.2K

Total Visits

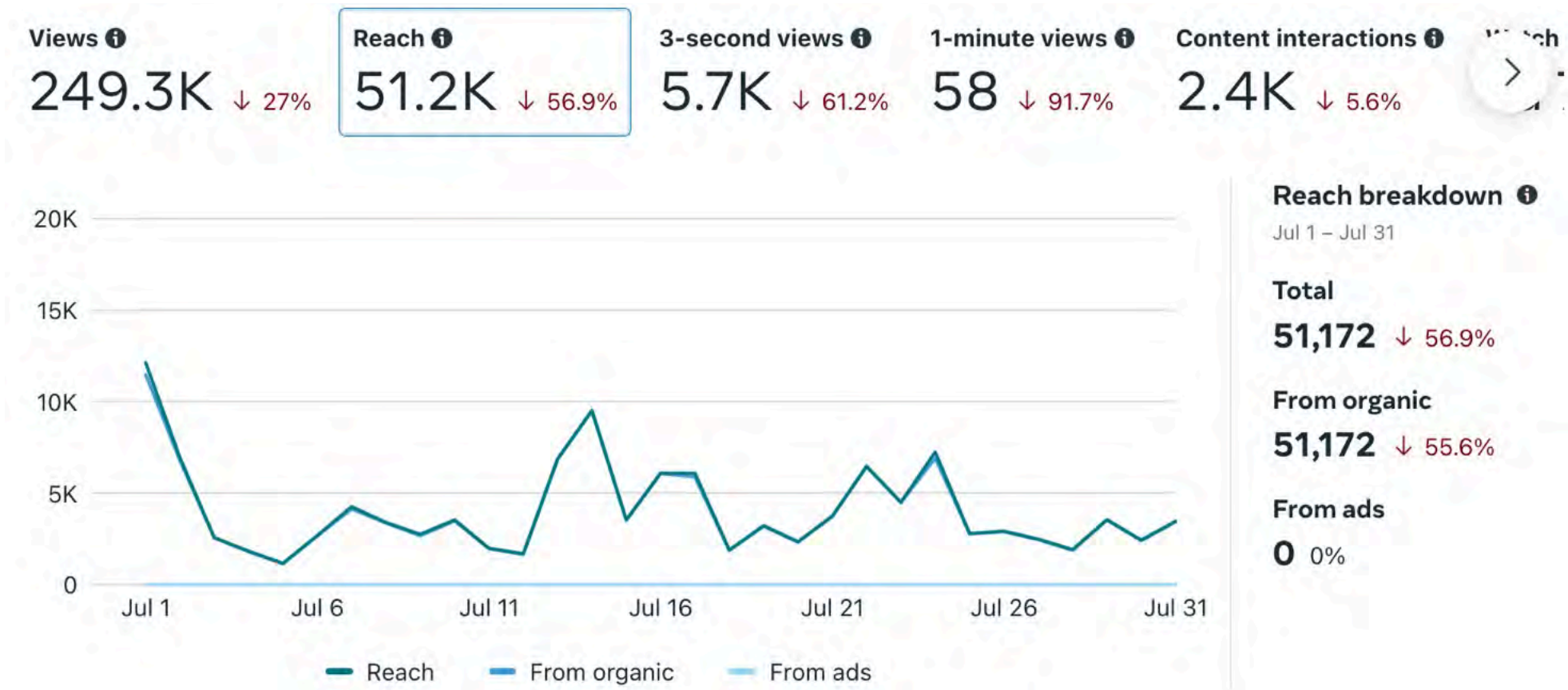
2,465K

Views

249,329K

Link Clicks

765 [+475.2%]



In July, Jetty Road’s Facebook page maintained strong performance, welcoming 57 new followers and bringing the total community to 36,326. While overall reach and views were slightly lower than June, the platform still saw a solid 51.2K reach and an impressive 249,329 views, demonstrating ongoing interest and engagement.

Notably, link clicks saw a significant spike, increasing by 475.2% to 765! This sharp rise indicates a strong intent to learn more, with users actively engaging with call-to-action content and exploring beyond the posts. While July’s results didn’t quite match the exceptional numbers from June, it’s important to remember that last month’s standout post featuring well-known public figure Lauren DeChez significantly boosted performance. A single high-performing post like that can heavily influence monthly metrics, and this month’s steady results still reflect a healthy, engaged Facebook audience.

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

**Jetty Road, Glenelg**  
Published by Later · ? · **July 14 at 2:00 PM** · 🌐

From humble beginnings in Tasmania to over 40 bakeries across Australia, **Banjo's Bakery Cafe** has built a legacy on good food, great coffee, and friendly service.

... See more




VIEWS	REACH	INTERACTION
24,731	14,431	295

VIEWS	REACH	INTERACTION
19,282	12,156	278

**Jetty Road, Glenelg**  
Published by Later ? · **July 17 at 12:45 PM** · 🌐


If you know, you know ~ and if you don't, just ask around. Locals will point you straight to **North Indian Cuisine**, a Jetty Rd favourite that's been dishing up flavour-... [See more](#)



VIEWS	REACH	INTERACTION
22,553	11,980	242

**Jetty Road, Glenelg**  
Published by [Izzy Bella](#) ·  
July 24 at 10:22 AM · 🌐

Ever experienced a Japanese head spa?... [See more](#)



VIEWS	REACH	INTERACTION
15,800	11,928	146

This month, your top-performing Facebook post was a carousel post promoting Banjo's bakery. The post reached 24,731 accounts and received 295 interactions, highlighting genuine community interest and strong engagement with relatable, locally-focused content.

The second top-performing post was a single image post showing the faces behind fashion brand 'Blazae' as a mother-daughter team. This post reached 12,156 accounts and received 278 interactions.

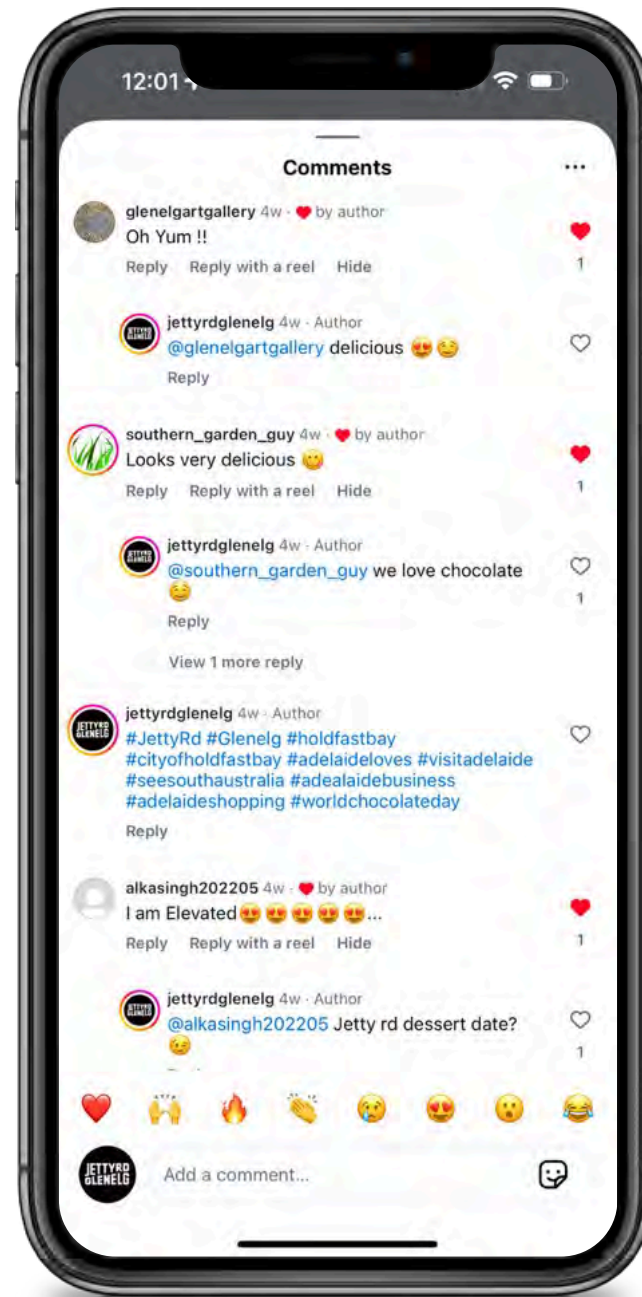
These results highlight the value of authentic, community-driven storytelling. Content that showcases local businesses and the people behind them continues to resonate strongly with your audience, driving both reach and meaningful engagement. Posts that feature real faces, relatable narratives, and local connections help build trust and foster a deeper sense of community, making them key content pillars to prioritise in future social media strategies.



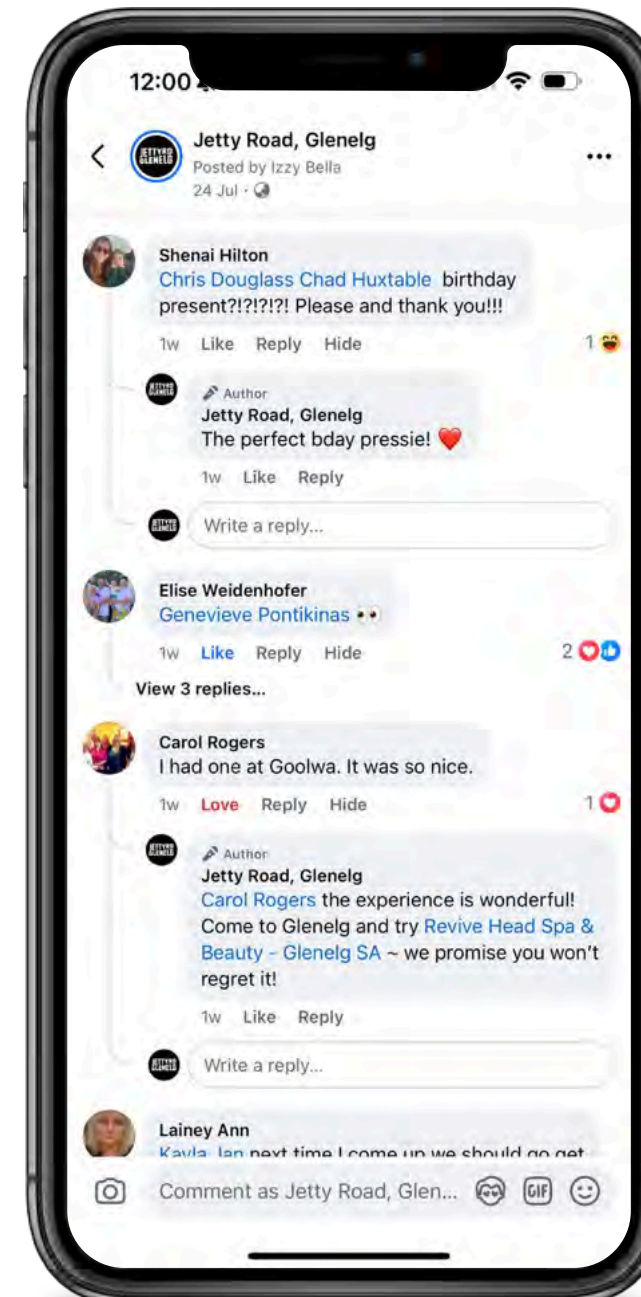
# Community Engagement



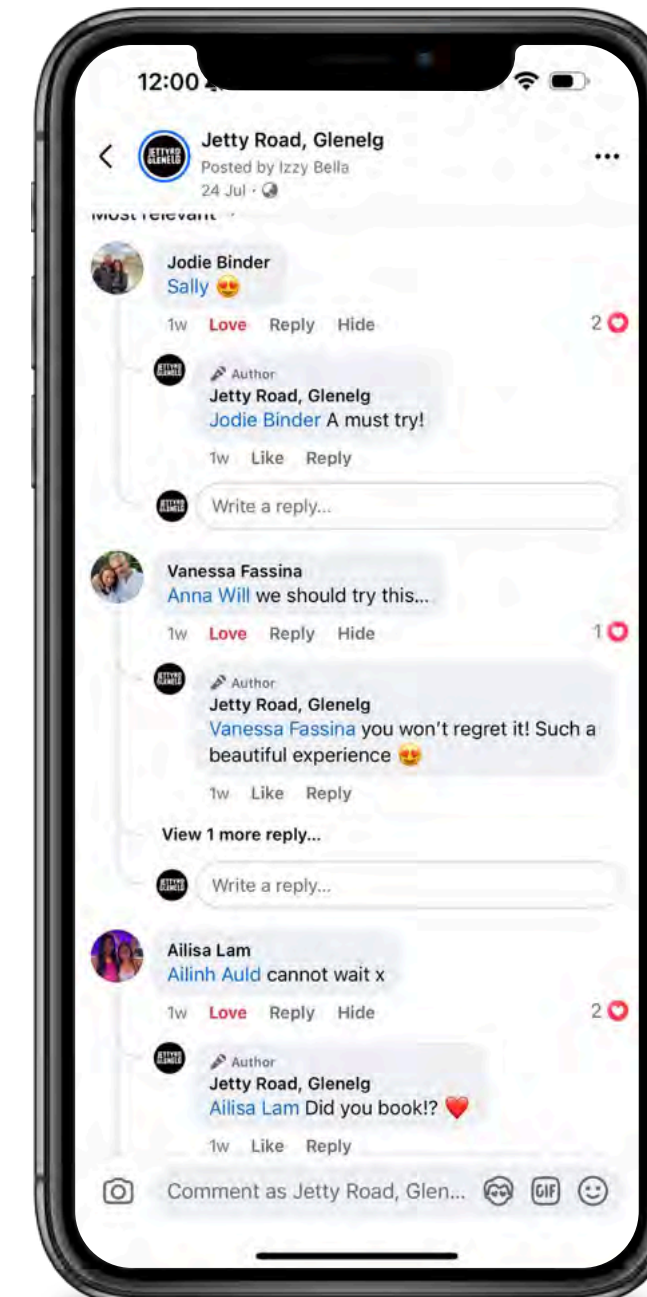
INSTAGRAM



INSTAGRAM



FACEBOOK



FACEBOOK

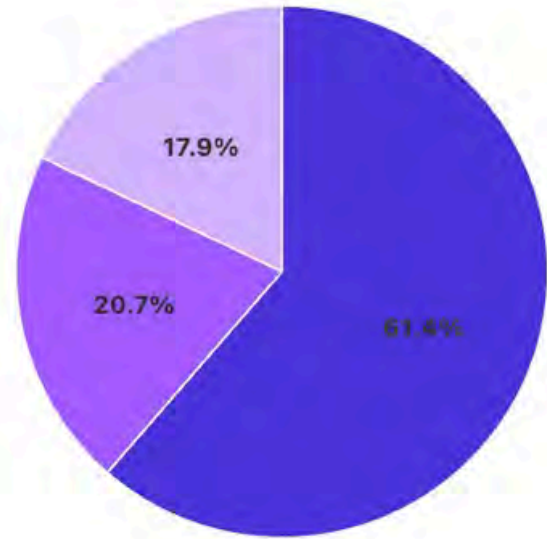
We engage with each and every comment, DM and story, as a way to build and maintain a strong online community.



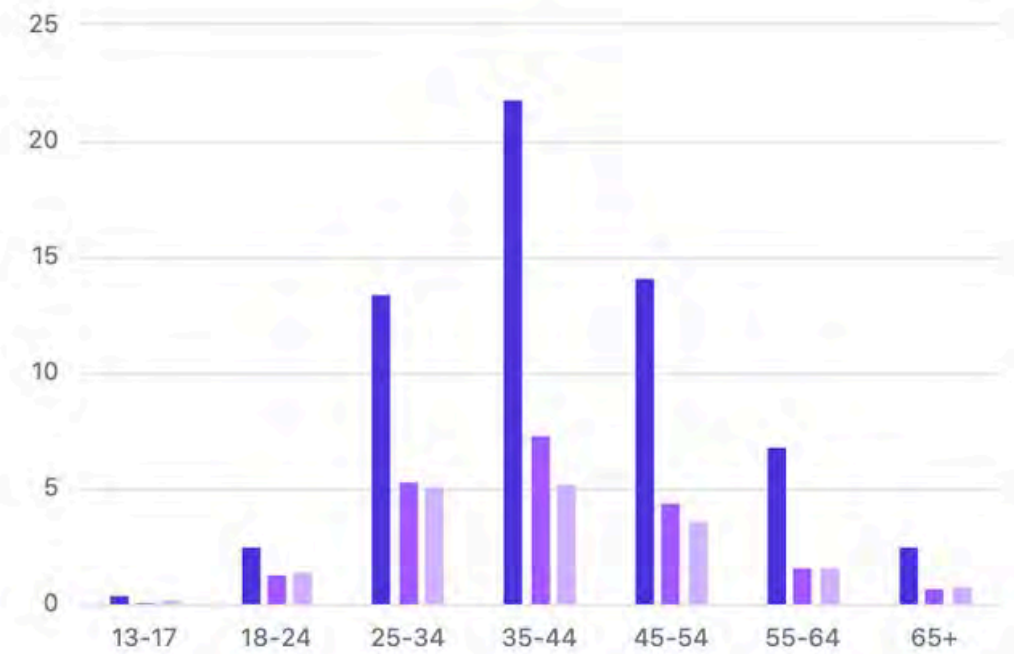
# Demographics

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



### MARKETING OBJECTIVE

To drive visitation and maintain strong brand engagement for Jetty Road, Glenelg during the Transforming Jetty Road and Tram Grade Separation projects. To bring brand awareness and engagement during September and October and across the school holiday and long weekend. Key messaging 'Jetty Road is open for business' and Live local, shop local.

### CAMPAIGN PERIOD

- **Start:** September 2025
- **End:** 31 October 2025  
(with extended outdoor presence beyond October as detailed)

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### CAMPAIGN ELEMENTS

- Radio campaign
- Bus back advertising
- Outdoor display campaign – bus shelter advertising

### SUPPORTING MARKETING ACTIVITIES

- Monthly consumer e-newsletter
- Jetty Road LOCAL magazine – Summer edition

### PAID CONTENT – *ENTRY STATEMENT / TOURISM INITIATIVE*

- SA Style Magazine – Spring edition, 6-page fashion shoot
- SA Life Magazine – September edition

### CAMPAIGN COORDINATION

Campaigns and activities will be coordinated by the Communications & Engagement team from 18 August 2025 to 31 October 2025. This will ensure that Society will have an endorsed Marketing 12 – 18-month plan, ready for implementation by mid-October, which ensures an overlay resulting in no service provision disruption. The hours undertaken by the Communications team will be documented, and this will be on charged to JRMC.

## **CAMPAIGN ELEMENTS**

### **RADIO**

#### **OPTION 1 - \$10,505.00 ex GST**

##### **SAFM & LiSTNR**

- **Recorded Commercials:**
  - Week on/week off from early September
  - Block of 3 consecutive weeks leading into & during school holidays
- **Live Reads:**
  - **Bernie & Bel (locals)** - authentic connection
  - **Carrie & Tommy** - high listenership during drive
- **Drive Sponsorships:**
  - Week of no recorded commercials = sponsorship presence with Carrie & Tommy
  - High-value timing: school pick-up zone
- **Weekend News Partnership:**
  - Over long weekend (great timing for trip planning/staycation at Glenelg)

##### **Benefits:**

- Consistent message throughout the term & holidays
- Localised reads boost authenticity
- Strong drive-time presence
- Leverages both weekday routine and weekend travel planning behaviour

##### **LiSTNR Streaming Ads**

- Geo-targeted & interest-based targeting
- Cross-device listening = strong cut-through
- Reaches on-the-go audience with adaptable messaging

#### **OPTION 2: RADIO ENHANCED PLAN (RECOMMENDED) - \$14,930.00 ex GST**

Includes **everything in Option 1, plus:**

##### **Triple M Add-on**

- **Commercial Placements** on Triple M
- **Live Read with Roo, Ditts & Loz**
  - Proven past performance
  - Appeals to broader / male-leaning audience
- Increases **reach** and **frequency** across demographics
- Extends reach into tradie and family markets

**APPROVAL: Under GM delegation, actioned Option 2 on 22/08/25 (editing script and pre recorded to focus on open for business and remove tram ding)**

*Coordination of campaign to be managed by Comms & Engagement, with time on-charged to JRMC at a rate of \$88.00 per hour.*

### **BUS BACK ADVERTISING**

#### **Option 1 – Standard-term**

- **5 Full Back Buses**
- **22 Sept – 12 Dec (12 weeks)**
- **6 Bonus Weeks** included
- **\$10,000 + GST** (incl. production & install)

##### **Why this works:**

- Covers full spring holidays through to pre-Christmas
- Flexible creative (different artwork per bus if desired)
- Cost-effective with bonus exposure



### Option 2 – Long-term option

- Same specs but runs **24 weeks** to **3 March 2026**
- **10 Bonus Weeks**
- **\$14,600 + GST**
- Aligns with Jetty Road-style strategy for extended awareness
- Great if the budget allows and long-term exposure is a goal

**APPROVAL: Under GM Delegation, actioned Option 1.** Artwork will be circulated to JRMC for feedback. GM authorised the *graphic design of campaign by InStyle \$1,800 which includes outdoor signage on 22/08/25. Coordination of campaign to be managed by Comms & Engagement, with time on-charged to JRMC at a rate of \$88.00 per hour.*

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### BUS SHELTER CAMPAIGN

**Campaign Window: Sept – 31 Oct 2025**

#### Option 1.

Digital Street Furniture (located in the Adelaide CBD)

15 x Digital Street Furniture Placements

5.7 Frequency & 43.1% Reach

**\$5.5K Investment +gst**

#### Option 2.

Digital & Classic Street Furniture (located in the Adelaide CBD)

15 x Digital Street Furniture Placements

12 x Classic Street Furniture Placements

6.2 Frequency & 53.3% Reach

**\$8K Investment +gst**

#### Option 3.

Digital & Classic Street Furniture (located in the Adelaide CBD)

18 x Digital Street Furniture Placements

24 x Classic Street Furniture Placements

8.2 Frequency & 63.9% Reach

**\$12K Investment +gst**

#### Strategy:

- Use classic shelters for broader reach
- Digital shelters for high-impact visibility in high-traffic zones
- Leverage high pedestrian dwell time

**APPROVAL: Under GM Delegation, actioned Option 2.** Artwork will be circulated to JRMC for feedback. GM authorised the *graphic design of campaign by InStyle \$1,800 which includes bus back on 22/08/25. Coordination of campaign to be managed by Comms & Engagement, with time on-charged to JRMC at a rate of \$88.00 per hour.*

**SA STYLE MAGAZINE – SPRING EDITION - \$12,000.00 ex GST + production costs (models, photographer, stylist, hair/makeup)**

**Feature: 6-page fashion shoot under new entry statement**

- Tied into **Spring fashion**
- Highlights destination's fashion/lifestyle/experience offering
- Includes **attached mood board** for tone and styling

**Strategy:**

- Use the fashion shoot to promote visitation and showcasing our new entry statement
- Extend content usage across socials

**Key insights from our recent audience survey, which solidify SA Style's alignment with this campaign:**

- 51% buy fashion in-store at least twice a month, rather than online.
- 80% of our audience have been prompted to buy a product, visit a venue or make an inquiry based off businesses recommended by SA Style

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**Timing:** Currently booked for the Spring edition of the magazine. This is dependent on the entry statement being installed on 10-13 September. Photography shoot scheduled for 18 or 19 September. Mood board and model selection document has been provided by SA Style for review as attached.

**APPROVAL: GM under delegation actioned on 22/08/25 - Co-funded by Tourism marketing budget (\$3,500) and the remaining from JRMCC. Approved mood board and model selection.**

**SA LIFE MAGAZINE – SEPTEMBER EDITION - \$17,650.00 ex GST**

**Feature: 4-page tourism advertising**

**Editorial piece on the Entry Statement and artist**

**Digital**

- Social
- eDM
- Masthead Billboard - web advertising

**Strategy:**

- Use the editorial to promote TJRG and our new Entry Statement
- Tourism advertising to promote visitation and staycation to Glenelg
- Extend content usage across socials and digital media

*NOTE – this project is already approved and underway, and funded by the Tourism budget.*

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**JETTY ROAD LOCAL MAGAZINE – SUMMER EDITION -**

Development of the magazine by InStyle Media, to include the following:

- Cost for design and coordination of all supplied content.
- Story concepts Jodi interview stores and write all stories.
- Required photography for stories and fashion shoot.
- Visiting stores to create fashion / gift pa / collect pricing and sign off from retailers.
- Designing and coordinating ads with advertisers (ad design to be on-charged to client).
- Shooting and interviewing retailers and guest features.
- Additional - shoot stylist & coordination 1 week.
- Coordinate a voting system for cover / image options to be emailed to Jetty Road Committee for voting. Summer Edition - based on approx. 100 hours two staff and a contractor.

\*Cost not including fees for talent / props / extra staff assistance if required

**DESIGN AND PRODUCTION COSTS (IN STYLE MEDIA): 32 pp \$14 995.00 + gst / 36 pp \$16 795.00 + gst**

\*Cost not including fees for talent / props / extra staff assistance if required

**PRINT COST – 20pp + 4pp Qty 15,000 at \$8,965.00 or Qty 20,000 at \$11,093.50** (this cost was from Dec 2024)

*Coordination of InStyle Media and the magazine to be managed by Comms & Engagement, with time on-charged to JRMC*

**Advertising space** – Note, that typically JR traders are approached to take up advertising space in the magazine. Noting that the work to undertake this liaison with traders, the current pressures being felt by traders, and that invoices have not yet been issued to traders that advertised in the Winter edition – a decision is needed on whether advertising from traders should be sought for the Summer edition.

**APPROVAL: GM under delegation actioned on 22/08/25 to proceed with summer edition of magazine by InStyle Media and I shall liaise directly with JRMC for content overview and front cover. 36pp and 20,000 distribution. Local Magazine published for release 1 December (first day of summer)**

**APPROVAL 22/08/25 - Not to proceed with trader advertising as outlined above. Potential to offer advertising space to beach concert promoters and third-party events.**

#### **JETTY ROAD GLENELG - CONSUMER E-NEWSLETTER**

Delivery of three editions of the consumer-focused e-newsletter – August, September and October.

Two quotes have been received to undertake this work:

**OPTION 1 - \$5,250 ex GST**

**OPTION 2 - \$2,800 ex GST**

**APPROVAL: GM under delegation actioned on 22/08/25 proceed with Option 2**

#### **JETTY ROAD GLENELG – TRADER E-NEWSLETTER**

Delivery of fortnightly trader e-newsletters, to be issued on alternate weeks to the TJRG trader e-newsletter.

*Coordination of campaign to be managed by Comms & Engagement, with time on-charged to JRMC at a rate of \$88.00 per hour.*

**Item No:** 8.6

**Subject:** **COMMERCIAL TENANCY USEABLE SPACE**

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## Summary

At the Jetty Road Mainstreet Committee meeting held 2 July 2025, as part of Item 11. Urgent Business, Administration was asked to investigate the current useable space, within commercial tenancies in the Jetty Road Glenelg precinct.

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## Recommendation

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

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## Background

Recent commercial tenancy data highlights Jetty Road, Glenelg as one of Adelaide's most resilient retail strips. In June 2025, Jones Lang LaSalle (JLL) noted vacancy rates in Glenelg fell from 6.5% to just 4.0%, the lowest among the surveyed precincts of Adelaide CBD, Norwood and Prospect. This improvement comes despite the ongoing extensive works for the Transforming Jetty Road, Glenelg infrastructure project.

Occupancy levels reported by JLL have offered a real time gauge of how construction and other factors impact the various sectors and business resilience. The Jetty Road Mainstreet Committee has expressed interest in closely monitoring commercial tenancy occupancy within the precinct and requested a snapshot of current tenancies.

## Report

At the Jetty Road Mainstreet Committee meeting held 2 July 2025, a request was made for Administration to provide a list of useable commercial occupancies for the Jetty Road special rated levy area.

The rationale for this information was to provide valuable insight into the economic performance and business mix of the area. By maintaining current data on tenancy levels, particularly during the ongoing Transforming Jetty Road project, the Committee wished to monitor how well the precinct is attracting and retaining businesses across sectors. This helps identify patterns in occupancy, turnover, and business type, which will assist in addressing gaps in the business mix and work with key stakeholders for long-term precinct vitality.

The attached map of the precinct provides an overview of existing businesses and vacant tenancies based on a precinct walk-through as at 30 June 2025. This information provides data from a point in time for potential analysis of the composition and distribution of commercial activity in the Jetty Road, Glenelg precinct. This information could be used to better understand prevailing trends, identify underrepresented sectors, and enable landlords or property managers to attract complementary businesses that align with the precinct's

character and consumer demand. It should be noted that regularly updated data cannot currently be provided on a recurring basis.

*Refer Attachment 1*

## **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

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**Written By:** Business Development Partner

**General Manager:** Community and Business, Ms M Lock

# Attachment 1



