

## 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**

**Wednesday 1 December at 6.00pm**

**Roberto Bria  
CHIEF EXECUTIVE OFFICER**



## Jetty Road Mainstreet Committee Agenda

### 1. OPENING

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

### 2. APOLOGIES

2.1 Apologies received

2.2 Absent

### 3. DECLARATION OF INTEREST

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

### 4. CONFIRMATION OF MINUTES

#### Motion

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

### 5. QUESTIONS BY MEMBERS

5.1 **Without Notice**

5.2 **With Notice - Nil**

### 6. MOTIONS ON NOTICE - Nil

### 7. PRESENTATIONS

#### **7.1 Events update**

Mr Sacha Sewell, Team Leader, Events, will provide a briefing to the Committee and answer questions regarding the upcoming events schedule.

#### **7.2 Long term financial planning**

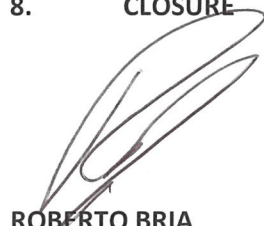
Ms Pam Jackson, General Manager, Strategy and Corporate will provide an update on the rates, budget and long-term financial planning.

**8. REPORTS/ITEMS OF BUSINESS**

- |     |  |                     |
|-----|--|---------------------|
| 8.1 | Jetty Road Events Update                 | (Report No: 409/21) |
| 8.2 | Monthly Finance Report                   | (Report No: 411/21) |
| 8.3 | Reallocation of Event Budget             | (Report No: 410/21) |
| 8.4 | Marketing Update                         | (Report No: 412/21) |
| 8.5 | Crime Stoppers SA Partnership            | (Report No: 413/21) |
| 8.6 | JRMC Self-Assessment                     | (Report No: 414/21) |
| 8.7 | Meeting Procedures: Kurna Acknowledgment | (Report No: 415/21) |

**6. URGENT BUSINESS – Subject to the Leave of the Meeting****7. DATE AND TIME OF NEXT MEETING**

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 2 February 2022 in the Parlour Meeting Room, Glenelg Town Hall, Glenelg.

**8. CLOSURE**

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

Item No: 8.1

Subject: **JETTY ROAD EVENTS UPDATE**

Date: 1 December 2021

Written By: Jetty Road Development Coordinator

General Manager: Community & Business Services, Ms M Lock

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## **SUMMARY**

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

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## **RECOMMENDATION**

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

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## **COMMUNITY PLAN**

Economy: Supporting and growing local business  
Economy: Boosting our visitor economy

## **COUNCIL POLICY**

Not Applicable.

## **STATUTORY PROVISIONS**

Not Applicable.

## **BACKGROUND**

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

## **REPORT**

### **Glenelg Ice Cream Festival – Post-event overview**

The Glenelg Ice Cream Festival was held on Saturday 30 October, as an initiative of the City of Holdfast Bay supported by the Jetty Road Mainstreet Committee. As well as 22 market stalls

and ice cream stands from traders such as Barossa Valley Ice Cream Company and Golden North, 35 Jetty Road traders participated in the event with on street stores and dining.

There was activation throughout the precinct with a schedule of live music, roving entertainment, and children's activities. The newly opened Chapel Plaza provided the perfect backdrop to a fashion parade showcasing the wares of a number of Jetty Road fashion retailers.

The event attracted significant interest online in the lead-up, with more than 200,000 people reached on Facebook through organic (unpaid) reach. 27% of the Facebook audience was women aged 35-44. In addition, the event pages on the Holdfast Bay and Jetty Road websites collectively attracted more than 8,000 page views. An estimated 20,000 people attended the festival between 11am and 5pm, with no serious security or first aid incidents recorded. Feedback from participating traders has been overwhelmingly positive. The event was staged under a COVID Management Plan approved by SA Health.

### **Christmas at the Bay and Battle of the Bands**

Christmas at the Bay and The Local Battle of the Bands (Saturday 27 and Sunday 28 November 2021), events both supported by JPMC, were in the final planning stages at the time of writing this report. A wrap-up of the event will be provided to the Committee at a future meeting.

### **New Year's Eve**

Council administration is currently working closely with SA Health and SA Police (SAPoL) on plans for New Year's Eve in Glenelg and Brighton. Any decisions on events are subject to meet COVID requirements and would be subject to approval of a COVID Management Plan by SA Health. Irrespective of whether any organised celebrations are held, Council will operate an Emergency Operations Centre (EOC) on the night to assist with maintaining public safety and order. SAPoL have advised that licensed premises will be expected to make appropriate security arrangements for their own operations including queue management. In public communications, Council will encourage patrons to pre-book dining and entertainment packages offered by local businesses to avoid disappointment.

### **Glenelg Sunset Markets**

At the time of writing this report, the first Glenelg Sunset Market is scheduled to be held on Sunday 28 November on Colley Reserve. Future markets are scheduled to be held on 12 December 2021, 30 January, 20 February and 20 March 2022.

There has been strong interest in the markets with all 70 stall-holder opportunities filled and at the time of writing this report 5,800 people interested in attending the 28 November Market via the Facebook event.

### **Summer Events in and around the precinct 2021/22**

- Mort Daly Running Foundation Carnival (aka pre Bay Sheffield) – 5 December 2021, Colley Reserve
- Rendezvous Market – 5 December 2021 at Jimmy Melrose Park (temporarily relocated from Wattle Reserve, Hove)
- Glenelg Sunset Markets – scheduled to be held on 12 December 2021, 9 & 30 January, 13 & 20 February and 13 March 2022.

- Car shows, Wigley Reserve (various) – 16 January 2022, 6 & 27 February 2022, plus additional dates TBA
- Mix 102.3 Giant Wheel until 8 May 2022.
- Foreshore Fridays – live music every second Friday 6-7:30pm from November-March.
- Bay Sheffield Festival – 27 & 28 December 2021, to be held at Glenelg Oval as in 2020.
- New Year's Eve – 31 December 2021
- Carl Cox and Eric Powell's Silent Disco – 23 January 2022 3–9pm on Jimmy Melrose Park. 3000 people expected. Bump in / out between 21-25 January
- Australia Day – 26 January 2022 on Glenelg Foreshore
- Castaway featuring PNAU – 18 March 2022 on Glenelg Beach
- By the C featuring Jimmy Barnes – 19 March 2022 on Glenelg Beach
- SummerSalt featuring the Teskey Brothers – 20 March 2022 on Glenelg Beach.
- Boheme on the Beach – 26 March 2022, State Opera Company to hold the opera to be held on the beach including the Australian Symphony Orchestra.

#### **Concepts under development**

The below items are currently being considered and concepts investigated for further discussion.

- March - Street Activation
- May - Seafood Festival – all weather Concept
- Chapel Street Plaza Activations – opportunities for smaller boutique events in the plaza.

#### **BUDGET**

The 2020/21 and 2021/22 budget provides sufficient funds to deliver the above mentioned events.

#### **LIFE CYCLE COSTS**

Not applicable

Item No: 8.2

Subject: **MONTHLY FINANCE REPORT**

Date: 1 December 2021

Written By: Jetty Road Development Coordinator

General Manager: Community and Business Services, Ms M Lock

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### **SUMMARY**

The Jetty Road Mainstreet Committee October 2021 variance report is presented for information of the members of the Jetty Road Mainstreet Committee.

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### **RECOMMENDATION**

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

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### **COMMUNITY PLAN**

Economy: Supporting and growing local business  
Economy: Making it easier to do business

### **COUNCIL POLICY**

Not Applicable.

### **STATUTORY PROVISIONS**

Not Applicable.

### **BACKGROUND**

The Jetty Road Mainstreet Committee (JRMCM) has been established to undertake work to benefit the traders on Jetty Road Glenelg, using the separate rate raised for this purpose. An annual budget is endorsed by Council each year. Expenditure is monitored against budget each month to ensure that all expenditure and income is within approved parameters.

### **REPORT**

The 2021/22 Jetty Road Mainstreet budget is on track.

**BUDGET**

Not applicable

**LIFE CYCLE COSTS**

There are no lifecycle costs associated with this report.



# INCOME & EXPENDITURE STATEMENT 31 October 2021

	Annual Budget	YTD Budget	YTD Actuals	Variance	<u>2020/21</u>	
					Actuals 31 October	Actuals 30 June
<b>Revenue</b>						
General Rates Raised	598,480	598,480	598,469	(11)	584,449	584,449
Other Income	20,000	4,000	1,760	(2,240)	12,244	22,154
	<b>618,480</b>	<b>602,480</b>	<b>600,229</b>	<b>(2,251)</b>	<b>596,693</b>	<b>606,603</b>
<b>Expenses</b>						
Employee Costs	206,153	64,443	65,473	(1,030)	64,799	207,435
Sponsorships	26,500	508	3,000	(2,492)	-	-
Event Management	39,500	4,500	2,900	1,600	3,356	23,585
Christmas Decorations	10,000	-	-	-	-	-
Marketing	267,399	53,212	39,343	13,869	51,477	206,578
Retail Strategy Implementation	10,000	2,696	-	2,696	-	480
Food & Drink	3,500	1,100	13	1,087	14	456
Directory Board	2,500	-	824	(824)	-	-
Donations	2,500	-	-	-	-	-
COVID-19 Related Expenditure	20,000	5,000	5,355	(355)	-	-
Other Expenditure	5,000	1,000	-	1,000	6,500	12,045
Lighting	-	-	18,850	(18,850)	-	41,618
Unallocated credit card expenditure	-	-	-	-	2,242	-
Professional Services	-	-	-	-	-	334
Repairs & Maintenance	-	-	-	-	-	275
<b>Winter Activation</b>	<b>40,000</b>	<b>20,000</b>	<b>20,532</b>	<b>(532)</b>	<b>48,680</b>	<b>43,268</b>
<b>Tour Down Under</b>	<b>30,000</b>	-	-	-	-	-
<b>Spring Street Party</b>	<b>30,000</b>	-	-	-	-	-
<b>Gin Festival</b>	<b>50,000</b>	-	-	-	-	-
<b>March Activation</b>	<b>40,000</b>	-	-	-	-	-
	<b>783,052</b>	<b>152,459</b>	<b>156,290</b>	<b>(3,831)</b>	<b>177,068</b>	<b>536,074</b>
<b>Net Profit/(Loss)*</b>	<b>(164,572)</b>	<b>450,021</b>	<b>443,939</b>	<b>(6,082)</b>	<b>419,625</b>	<b>70,529</b>

\*Annual Budget includes carry forward amount from 2020/21 of \$164,572

**Marketing - Breakdown**

	Actual	Budget
Digital Marketing	16,815	
Radio	-	
Television	-	
Outdoor Signage	5,553	
Print Media	3,127	
Promotional Collateral	13,848	
Contingency Budget		
	<u><b>39,343</b></u>	<u><b>267,520</b></u>

**226 - Glenelg Mainstreet**

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
200 - Salaries	176,703	0	176,703	55,731	57,974	(2,243)	0	57,974	118,729
249 - Wages - Overtime	5,500	0	5,500	0	0	0	0	0	5,500
250 - Salaries Superannuation	17,670	0	17,670	5,572	4,359	1,213	0	4,359	13,311
283 - Sponsorships	26,500	0	26,500	508	3,000	(2,492)	0	3,000	23,500
301 - Professional Services	0	0	0	0	2,900	(2,900)	0	2,900	(2,900)
310 - Project/Event Management	39,500	0	39,500	4,500	0	4,500	0	0	39,500
31D - Retail Strategy Implementation	10,000	0	10,000	2,696	0	2,696	0	0	10,000
401 - Christmas Decorations	10,000	0	10,000	0	0	0	0	0	10,000
415 - Food and Drink	2,500	0	2,500	800	0	800	0	0	2,500
41F - Food, Drink, Entertainment (FBT Applicable)	1,000	0	1,000	300	13	287	0	13	987
433 - Marketing - Promotion & Familiarisation	307,399	(40,000)	267,399	53,212	39,343	13,869	0	39,343	228,056
438 - Directory Board	2,500	0	2,500	0	824	(824)	0	824	1,676
449 - Lighting	0	0	0	0	18,850	(18,850)	0	18,850	(18,850)
806 - Donations	2,500	0	2,500	0	0	0	0	0	2,500
817 - Insurance - Workers Compensation - Sals	6,280	0	6,280	3,140	3,140	0	0	3,140	3,140
8GC - Gift Card Expenditure	5,000	0	5,000	1,000	0	1,000	0	0	5,000
COV - COVID-19 Related Expenditure	20,000	0	20,000	5,000	5,355	(355)	0	5,355	14,645
900 - Miscellaneous Income	0	0	0	0	(10)	10	0	(10)	10
966 - General Rates Raised	(598,480)	0	(598,480)	(598,480)	(598,469)	(11)	0	(598,469)	(11)
974 - Sales - Other and Promotional Items	(20,000)	0	(20,000)	(4,000)	0	(4,000)	0	0	(20,000)
9GC - Gift Card Revenue	0	0	0	0	(1,750)	1,750	0	(1,750)	1,750
	<b>14,572</b>	<b>(40,000)</b>	<b>(25,428)</b>	<b>(470,021)</b>	<b>(464,471)</b>	<b>(5,550)</b>	<b>0</b>	<b>(464,471)</b>	<b>439,042</b>

J02 - Winter Activation - Jetty Road Contribution

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
301 - Professional Services	40,000	0	40,000	38,828	20,532	18,296	0	20,532	19,468
	40,000	0	40,000	20,000	20,532	18,296	0	20,532	19,468

J03 - Tour Down Under - Jetty Road Contribution

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
205 - Wages	600	0	600	0	0	0	0	0	600
249 - Wages - Overtime	5,000	0	5,000	0	0	0	0	0	5,000
433 - Marketing - Promotion & Familiarisation	8,000	0	8,000	0	0	0	0	0	8,000
800 - Other Expenditure	16,400	0	16,400	0	0	0	0	0	16,400
	30,000	0	30,000	0	0	0	0	0	30,000

J04 - Spring Street Party

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
249 - Wages - Overtime	3,000	0	3,000	0	0	0	0	0	3,000
310 - Project/Event Management	27,000	0	27,000	0	0	0	0	0	27,000
	30,000	0	30,000	0	0	0	0	0	30,000

J05 - Gin Festival

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
800 - Other Expenditure	50,000	0	50,000	0	0	0	0	0	50,000
	50,000	0	50,000	0	0	0	0	0	50,000

J06 - March Activation

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
800 - Other Expenditure	0	40,000	40,000	0	0	0	0	0	40,000
	0	40,000	40,000	0	0	0	0	0	40,000



Item No: 8.3

Subject: **REALLOCATION OF EVENT BUDGET**

Date: 1 December 2021

Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

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### **SUMMARY**

On Monday 8 November the Jetty Road Mainstreet Committee held a budget review workshop to consider budget allocations for funding allocated to a March activation, Tour Down Under and to brainstorm ideas for a May activation. Through the workshop projects were proposed for the reallocation of funds and the purpose of this report is to ratify the budget allocations.

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### **RECOMMENDATION**

**That the Jetty Road Mainstreet Committee:**

1. **Note this report.**
  2. **Support the Seafood Festival to activate the precinct in May 2022**
  3. **Allocate \$15,000 to Pro Hustle Basketball as a co-funded initiative and support further conversations with the South Australian Tourism Commission and Pro-Hustle Basketball organisers, and;**
  4. **Allocate \$15,000 to a Side Street Activation Grant Program and;**
  5. **Allocate \$40,000 to a co-funded March Street Activation**
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### **COMMUNITY PLAN**

Economy: Supporting and growing local business

Economy: Making it easier to do business

### **COUNCIL POLICY**

Not Applicable.

## STATUTORY PROVISIONS

Not Applicable.

## BACKGROUND

Enhancing and promoting the Jetty Road precinct as a vibrant shopping, leisure and entrainment area with year round appeal to residents and visitors is at the forefront of this promotion. Each financial year the Committee allocate funding different initiatives to be delivered throughout the year. For the 2021/22 year, \$40,000 had been allocated to a March Activation and \$30,000 to support the Tour Down Under Street Party. Due to the cancellation of the Santos Tour Down Under in 2022 there was a need to reallocate the funds and consider the allocation of the \$40,000 identified for a March Activation. The workshop also provided an opportunity to discuss the proposed Seafood Festival timing and format.

## REPORT

At the workshop, the following ideas were proposed for further investigation and budget reallocation:

### Side-Street Activation Grant Program

- An opportunity to encourage traders to activate side-streets (and in return the wider precinct)
- In conversations with the Events Team, based on costs to close and activate a side street, a maximum Grant of \$2,500 (ex GST) is proposed to cover costs including: road closures, traffic management plan, advertising, notifications and power
- **\$15,000 - Proposed allocation**  
(with the potential cover at least 6 applications for 2021/22. If the program is successful, consideration can be given to continue funding in future budgets)

### 3x3 Pro Hustle Basketball

- A proposal for 3x3 Pro-Hustle Basketball was referred to Council by the South Australian Tourism Commission (SATC) and provided to the JRMC to consider as a co-funded initiative
- Pro-Hustle Basketball is growing in popularity and is an opportunity to fill a gap in sporting-focused events left by the City-Bay and the Tour Down Under nor proceeding
- **\$15,000 – proposed allocation.** This assumes the event is co-funded with the City of Holdfast Bay and secures additional support from SATC and/or other sponsors.

### March Street Party

- There was strong support for a January Street Party to replace the Tour Down Under Street Party. Without the broader context of the Tour Down Under to link a street party to, Council's budget for a TDU street party has been earmarked for reallocation and staff resources redirected and are fully committed to delivering other events through January and into February.

- March was the other consideration for a street activation to leverage the Beach Concerts. Concepts and logistics are currently being considered to capitalise on other activations happening at this time and activate the precinct.
- This would need to be a co-funded event with the City of Holdfast Bay.
- More information will be shared with and input sought from JRMC soon
- **\$40,000 – Proposed allocation.** Based on co-funding the event with the City of Holdfast Bay.

As part of the endorsed JRMC Budget, \$50,000 has been allocated to a Gin Festival. This concept will be broadened to a wider food and beverage festival, nominally the Seafood Festival to leverage Jetty Road, Glenelg's beachside location. Due to the time of year, consideration will need to be given to make this an all-weather event.

- There was strong support for a May activation to activate a quieter time for the precinct
- Support to activate the foreshore
- Due to time of the year marquees will likely be required
- Incorporate fire pits which currently have a \$10,000 allocation within the budget

In addition to the above budget allocations, the committee members present at the workshop proposed a variety of initiatives for further investigation and consideration. These included:

- Lighting the trunks of the street trees
- Additional chairs and tables in Moseley square to create a Piazza
- Music in Moseley Square / Jetty Road
- Opera Flash Mob
- Campaigns to target Victoria and NSW with the borders due to open / airport marketing
- School Holiday activations (no current budget allocation)
- Activate vacant stores during Fringe

## BUDGET

The 2021/22 budget includes \$30,000 for a TDU Street Party, \$40,000 for a March Activation and \$50,000 for a Seafood Festival. The proposed initiatives and allocation reflect these values without impacting the broader budget allocations.

## LIFE CYCLE COSTS

Not applicable

Item No: 8.4

Subject: **MARKETING UPDATE**

Date: 1 December 2021

Written By: Jetty Road Development Coordinator

General Manager: Community & Business Services, Ms M Lock

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## **SUMMARY**

The report provides an update on the marketing initiatives undertaken by the Jetty Road Mainstreet Committee 2020/21 Marketing Plan and initiatives aligned to the delivery of the Jetty Road Glenelg Retail Strategy 2018-2022.

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## **RECOMMENDATION**

**That the Jetty Road Mainstreet Committee note this report**

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## **COMMUNITY PLAN**

Economy: Supporting and growing local business  
Economy: Boosting our visitor economy

## **BACKGROUND**

The Jetty Road Development Coordinator is responsible for implementing initiatives on behalf of the Jetty Road Mainstreet Committee in alignment with the 2020/21 Marketing Plan.

## **REPORT**

### **Consumer News**

The latest monthly Jetty Road consumer newsletter was sent on 16 November to 6,622 subscribers, an increase of 253 subscribers (4%) since the October edition. The November edition covered Black Friday, Spend & Spin Promotion, Summer edition of the LOCAL Magazine and Christmas as the Bay.

This EDM (Electronic Direct Mail) had a 29.6% open rate with 3,056 opens and 546 total clicks. The industry average for precinct Mailchimp campaigns is 17.38% therefore this campaign exceeded the industry benchmark.

### **Shopping Campaigns - Black Friday/ Cyber Monday**

The Black Friday Campaign is one of 6 shopping campaigns in the JRMC annual marketing plan. At the time of writing this report, 15 traders had provided offers across a variety of industries including retail, homewares, beauty, and activities. The event was promoted through the consumer newsletters with trader deals only being provided on Thursday 25 November with a strong Social Media campaign. Campaign elements included: Radio advertising with SAFM, website content, social media, consumer newsletter, precinct corflutes and footpath decals.

The aim of the annual shopping campaigns is to raise brand awareness of Jetty Road as a place to shop and dine and to drive sales from local and comparison shoppers.

### **Shopping Campaigns - Radio Advertising**

Aligned with the Jetty Road Marketing Plan, radio advertising has been confirmed with SAFM for the Shopping Campaigns. The first of these have been rolled out with Black Friday with additional promotion received for Christmas at the Bay.

SAFM was chosen as their listeners align with the Jetty Road key target market. 85% of SAFM listeners prefer to shop locally with 265,000 listeners tuning in weekly. Adelaide females aged between 24 and 54 make up 55% of listeners.

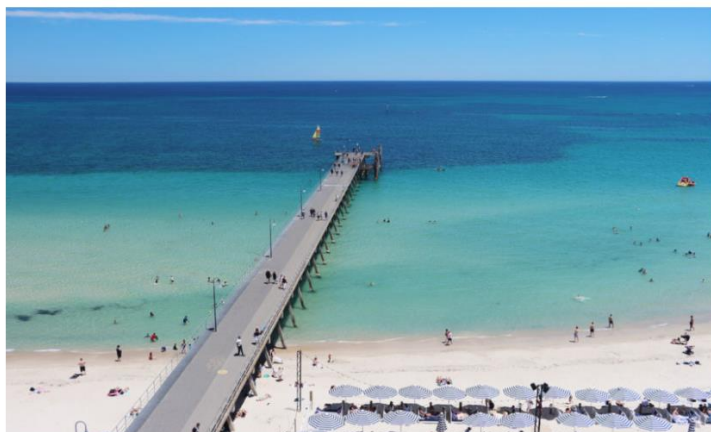
Results will be presented following each campaign.

### **CityMag Magazine**

In conjunction with the Jetty Road LOCAL Magazine Launch, an online feature was run with CityMag on Thursday 11 November, 'Get the most out of summer at Jetty Road, Glenelg'. This article featured 13 different traders. Additionally advertisements for the magazine were run in InDaily week commencing 15 November to a readership of 600,000.

## **Get the most out of summer at Jetty Road, Glenelg**

With summer fast approaching, CityMag has compiled a day-to-night guide for making the most of your beach days at Jetty Road, Glenelg.

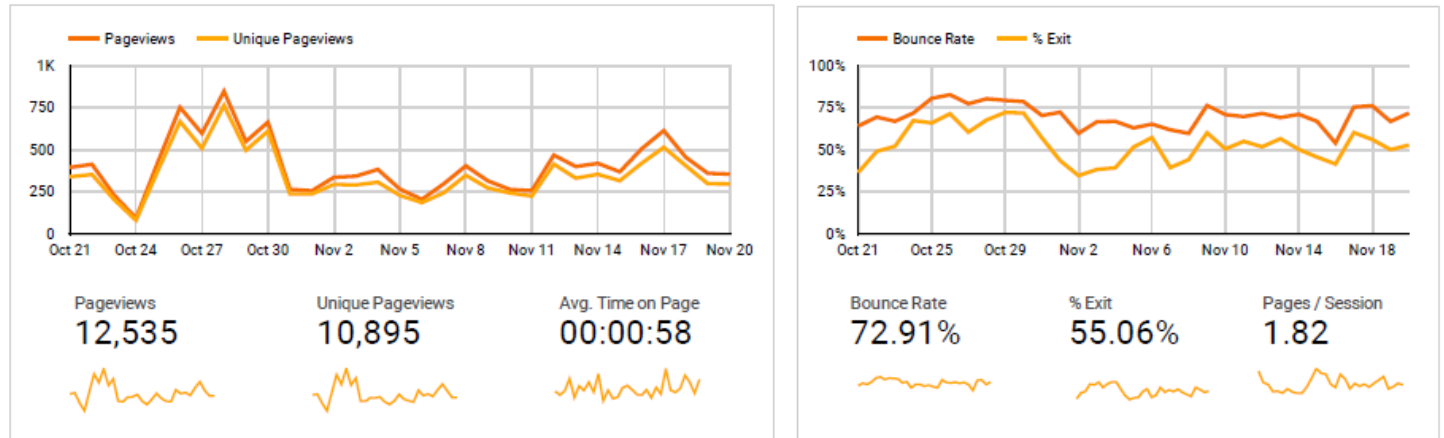


The online version of the article the appeared in the last print edition of CityMag will be promoted early December.

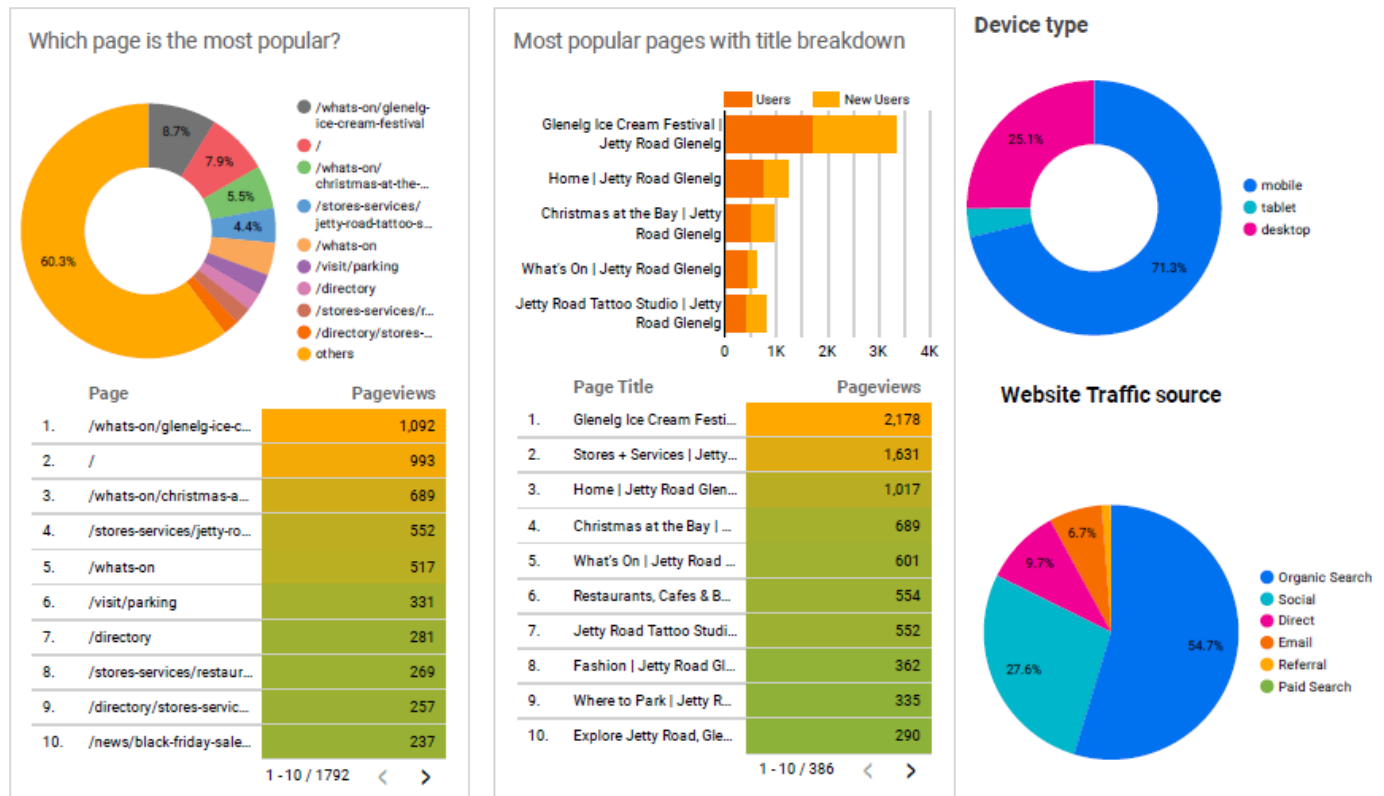
The next CityMag print feature has been scheduled for February as we come out of summer.

## Jetty Road Website - 21 October – 20 November 2021

### Overview of your user behaviors



### What do users see when they are in the website?



When considering website metrics, the benchmark is to keep bounce rates below 70% and average session duration for a directory style site should be 1minute – 1minute 30 seconds. The Jetty Road website is currently preforming well against these benchmarks.

### Social Media

The Jetty Road Glenelg, Social Media reporting for Facebook and Instagram are reflected for the period of 21 October to 20 November 2021.


Social media schedule includes: 1 post per platform per day, at least 3 Instagram stories per day and 1 reel a fortnight

### Facebook – 21 October – 20 November 2021




Reached 44.6k

	21 August – 20 Sept	21 Sept- 20 October	21 October – 19 Nov
<b>Page Followers</b>	30,570 <span style="color: green;">↑</span>	30,681 <span style="color: green;">↑</span>	28,990 <span style="color: red;">↓</span>
<b>Posts</b>	30 <span style="color: green;">↑</span>	27 <span style="color: red;">↓</span>	28 <span style="color: green;">↑</span>
<b>Post engagement</b>	Reactions 1.3k <span style="color: green;">↑</span> Comments 372 <span style="color: green;">↑</span> Shares 81 <span style="color: green;">↑</span>	Reactions 1.3k <span style="color: green;">↑</span> Comments 536 <span style="color: green;">↑</span> Shares 101 <span style="color: green;">↑</span>	Reactions 1.6k <span style="color: green;">↑</span> Comments 485 <span style="color: red;">↓</span> Shares 101 <span style="color: green;">↑</span>

### Most engaging posts 21 October to 20 November 2021.

2 November 1,474 engagement	15 November 1,215 engagement	25 October 1,198 engagement
<b>Ice Cream Festival event</b> WHAT A DAY! 🍦🍦 We had such a incredible turn out at our Ice Cream Festival and Grand Opening of our NEW Chapel St Plaza! Let summer vibes and good times roll ~ EAT • PLAY • STAY 🌞 	<b>Glenelg Sunset Markets</b> GLENELG SUNSET MARKETS!! 🌞 The first of the summer season is 2 weeks away • 28th Nov • 11am - 4pm • Colley Reserve Glenelg Sunset Markets 	<b>Ice Cream Festival Event</b> Everyone's favourite treat! 🍦 The community street party, kicking off at 11am until 5pm, will showcase the delicious, decadent and delightful ice cream – and gelato – flavours from around the world. But that's not all. Accompanying the ice cream on offer will be pop up food stalls and bars, live music, fashion parades, kids' activities a... See more 

**Posts with greatest reach 21 October to 20 November 2021.**




15 November 15.5k reached	25 October 14k reached	27 October 8.1k reached
<b>Glenelg Sunset Markets</b>	<b>Ice Cream Festival Event</b>	<b>Mix 102.3 Giant Wheel</b>
<p>GLENELG SUNSET MARKETSII 🌞 The first of the summer season is 2 weeks away • 28th Nov • 11am - 4pm • Colley Reserve Glenelg Sunset Markets</p> 	<p>Everyone's favourite treat. The community street party, kicking off at 11am until 5pm, will showcase the delicious, decadent and delightful ice cream – and gelato – flavours from around the world. But that's not all. Accompanying the ice cream on offer will be pop up food stalls and bars, live music, fashion parades, kids' activities a... See more</p> 	<p>It's a big weekend in the bay with the Mix102.3 Giant Wheel kicking off this Friday 🌟 AND the Glenelg Ice Cream Festival on Saturday 🍦 See you there - 🍷🍷 <a href="https://www.jettyroadglenelg.com.au/.../glenelg-ice-cream-fes...">https://www.jettyroadglenelg.com.au/.../glenelg-ice-cream-fes...</a></p> 

**Instagram**

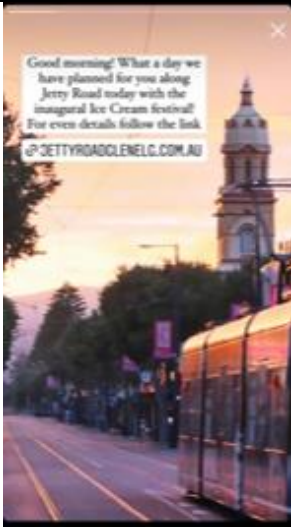


	21 August – 20 Sept	21 Sept – 20 October	21 Oct – 19 November
<b>Followers</b>	18.9k ↑	19k ↑	19.3k ↑
<b>Posts</b>	30 ↑	25 ↓	23 ↓
<b>Interaction</b>	6K ↓	5.5k ↓	6.5k ↑
<b>Reached</b>	25k ↓	30.5k ↑	44k ↑
<b>Comments</b>	160 ↓	240 ↑	165 ↓
<b>Stories</b>	300 ↓	295 ↓	342 ↑



**Most engaging posts 21 October to 20 November 2021. These posts also had the greatest reach.**

15 November – 1,056 Interaction	24 October – 611 Interaction	27 October – 579 Interaction
15 November – 21.8k reach Glenelg Sunset Markets	24 October – 9.9k reach Mix 102.3 Giant Wheel	27 October – 8.8k reach Jetty Road Post
 <p><b>GLENELG SUNSET MARKETS!!</b> ☀️ The first of the summer season is 2 weeks away • 28th Nov • 11am - 4pm • Colley Reserve</p>	 <p>The prettiest summer addition to the Bay will be back this Friday, just in time for the Glenelg Ice Cream festival and Halloween</p>	 <p>It's a big weekend in the bay with the <a href="#">@mixadelaide</a> Giant Wheel kicking off this Friday ✂️ AND the Glenelg Ice Cream Festival on Saturday 🍦 See you there ~ link is in the bio</p>

**Stories with greatest reach through 21 October to 20 November 2021.**

1.9k reached	1.9k reached	1.9k reached
 <p>Good morning! What a day we have planned for you along Jetty Road today with the inaugural Ice Cream festival! For even details follow the link <a href="#">@JETTYROADGLENELG.COM.AU</a></p>	 <p>The newly unveiled Chapel St development is looking such a beautiful sunny space and will be the showpiece of fashion parades today. While you're there have a look at the new sculpture!</p>	 <p>What's on..... ICE CREAM FESTIVAL ENTERTAINMENT SCHEDULE</p>

## BUDGET

The JRM have \$267,520 allocated towards implementing the 2021/22 Marketing Plan, of which \$39,343 has been expended as at 31 October 2021.

## LIFE CYCLE COSTS

Not applicable.

Item No: 8.5

Subject: **CRIME STOPPERS SA PARTNERSHIP**

Date: 1 December 2021

Written By: Jetty Road Development Coordinator

General Manager: Community & Business Services, Ms M Lock

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## **SUMMARY**

Following a presentation by Crime Stoppers SA to the Jetty Road Mainstreet Committee (JRMCC) and subsequent report (Report No 370/21) at the 3 November 2021 meeting, the Committee requested further detailed information from Crime Stoppers. This information was requested of and provided by Crime Stoppers SA.

This proposal aligns with feedback received through the 2021 Jetty Road, Glenelg Business Needs Survey conducted from 12- 30 August 2021, which highlighted a significant difference in perception of safety between day and night. There was strong trader sentiment to increase community safety and prevent crime.

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## **RECOMMENDATION**

**That the Jetty Road Mainstreet Committee:**

1. **Note this report.**
2. **Approve to partner with Crime Stoppers South Australia for a period of 8 weeks, and allocate \$8,000 (ex Gst) from the Retail Strategy budget.**

**OR**

**Approve to partner with Crime Stoppers South Australia for an alternative period as agreed by the Committee, and allocate \$\_\_\_\_\_ (ex Gst) from the Retail Strategy budget.**

**OR**

**Thank Crime Stoppers South Australia for their proposal and advise that the Jetty Road Mainstreet Committee are not in a position to enter into a partnership at this time.**

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## **COMMUNITY PLAN**

Economy: Supporting and growing local business  
Economy: Boosting our visitor economy

**COUNCIL POLICY**

Not Applicable.

**STATUTORY PROVISIONS**

Not Applicable.

**BACKGROUND**

Following correspondence from Crime Stoppers SA CEO to the JRMCM, Crime Stoppers were invited to present to the 3 November 2021 JRMCM meeting. At the same meeting, a report was put forward to the committee regarding the initiative (Report No: 370/21)

The JRMCM requested additional information be sought from Crime Stoppers before a decision was able to be made. Questions were raised around campaign elements, timing, engagement with traders and outcomes.

The original proposal from Crime Stoppers SA aligns with feedback received through the 2021 Jetty Road, Glenelg Business Needs Survey regarding the significant perception of safety between day and night was acknowledged.

**REPORT**

At the November meeting, the JRMCM requested additional information be sought from Crime Stoppers before a decision was able to be made regarding a potential partnership. Questions were raised around campaign elements, timing, engagement with traders and outcomes. This additional information was requested from Crime Stoppers and provided and circulated to the Committee. This included:

- Any campaign would be developed in partnership with stakeholders including SA Police, the exact nature of these will be determined through the creative process, with key messaging being about crime prevention.
- Due to the complexity of getting traders together, one-on-one engagement could be undertaken
- It will take 4-6 weeks to create a campaign from partnership confirmation. This will influence campaign elements such as launch date, engagement and so on.
- Hard copy collateral will be created and Facebook is anticipated to be the primary social media platform.
- Anticipated outcomes include digital and media metrics, crime statistics, SA Police engagement and number of engagements/investigations.

The opportunity to partner with Crime Stoppers aims to directly respond to feedback received through the 2021 Jetty Road, Glenelg Business Needs Survey regarding the significant perception of safety between day and night was acknowledged. While it is acknowledged that Crime Stoppers does not replace the need for a police presence, it provides an additional level of confidence and opportunity for the community to share information about suspicious activity within the local area.

**Option 1**

The Jetty Road Mainstreet Committee note this report and partner with Crime Stoppers South Australia for a period of 8 weeks as proposed.

**Option 2**

The Jetty Road Mainstreet Committee note this report and partner with Crime Stoppers South Australia for an alternative period as agreed by the Committee.

**Option 3**

The Jetty Road Mainstreet Committee note this report and thank Crime Stoppers South Australia for their proposal and advise that the Jetty Road Mainstreet Committee are not in a position to enter into a partnership at this time.

**BUDGET**

\$1,000 per week (ex GST) for a total cost of \$8,000 (ex GST) for the proposed eight week campaign.

The 2021/22 budget has \$10,000 allocated to delivering the Retail Strategy and this initiative aligns to delivering priority 4.

**LIFE CYCLE COSTS**

Not applicable

Item No: 8.6

Subject: **JRMC SELF ASSESSMENT**

Date: 1 December 2021

Written By: Manager, City Activation

General Manager: Community and Business, Ms M Lock

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### **SUMMARY**

A self-assessment exercise was completed by Jetty Road Management Committee members in October 2021, in the form of a confidential survey. The results, presented to the Committee in early November, confirmed that JRMC members are knowledgeable and committed to the success of the precinct. However, Committee members seek more clarity around the role of the JRMC with respect to Council governance. Some actions to address this have been proposed.

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### **RECOMMENDATION**

**That Jetty Road Mainstreet Committee:**

- 1. Note this report, and;**
  - 2. Endorse the recommendation to invite an independent Consultant to address the Committee re Governance in Q1 2022.**
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### **COMMUNITY PLAN**

Economy: Supporting and growing local business

Economy: Making it easier to do business

Culture: Enabling high performance

Culture: Supporting excellent, efficient operations

### **COUNCIL POLICY**

Not Applicable.

### **STATUTORY PROVISIONS**

Not Applicable.

## BACKGROUND

The Jetty Road Mainstreet Committee (JRMCC) is an advisory committee of the City of Holdfast Bay formed under Section 41 of the *Local Government Act 1999*. This committee operates under a Terms of Reference that was endorsed by Council on 14 April 2020 (minute reference C140420/1775).

To ensure there is clarity and rigour around the purpose, roles, and responsibilities of committees and individual committee members, it is good practice for committee members to regularly undergo a self-assessment process of their functioning and performance as a committee. At the 6 October JRMCC meeting, the Committee agreed to initiate a self-assessment process to be completed by December 2021.

## REPORT

The JRMCC self-assessment exercise was facilitated by the Manager City Activation. The self-assessment took the form of an online survey that comprised a number of Likert-scale questions on the themes of: Strategy and Planning; Monitoring Performance; JRMCC Structure and Role; Meeting Processes; JRMCC Performance Monitoring; and JRMCC Culture and Relationships. There were also open-ended questions on these themes as well as an opportunity to share general comments on the effectiveness and performance of the JRMCC. The survey was open for two weeks in October 2021, after which responses were collated and analysed. Responses were anonymous, and results were de-identified prior to circulation. An analysis and distillation of the results was presented to the JRMCC as part of a workshop held on 8 November 2021.

Briefly, the findings can be summarised as follows:

- JRMCC members are passionate, knowledgeable and committed
- Committee members see the need to improve their understanding of governance and Council processes
- It's not always clear to JRMCC members how they can contribute, and this can be a source of frustration.
- Induction and orientation of new Committee members should be improved.
- An identified need for communication and genuine consultation: JRMCC members feel they have knowledge and expertise that is currently underutilised.

In response to these findings, the following actions are recommended for further consideration:

1. Invite a presentation from an independent consultant on Council and committee governance and processes, to ensure all JRMCC members have clarity as to their role.
2. Review meeting processes, communication and opportunities for feedback/sharing ideas. One suggestion that was discussed at the workshop was to consider an alternating meeting format – bimonthly meetings to formally approve financials and other reports, alternating with meetings with a more discussion-oriented agenda.
3. Refine the induction and orientation process for new Committee members (current Committee was appointed in April 2021 for a two-year term).

**BUDGET**

Cost associated with bringing in an independent consultant to present a workshop on Section 41 Committee governance, which is estimated to be in the order of \$1,000. Quotes will be sought from suitably qualified consultants in accordance with the City of Holdfast Bay Procurement Policy.

**LIFE CYCLE COSTS**

Not applicable

Item No: 8.7

Subject: **MEETING PROCEDURES – KAURNA ACKNOWLEDGEMENT**

Date: 1 December 2021

Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

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### **SUMMARY**

The City of Holdfast Bay has an endorsed [Code of Practice – Meeting Procedures](#) that applies to Council and Committee Meetings. In accordance with these procedures, it is proposed that a Kaurna Acknowledgement be added to the Jetty Road Mainstreet Committee meeting Agenda to be read by the presiding member at the beginning of each meeting.

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### **RECOMMENDATION**

**That the Jetty Road Mainstreet Committee:**

1. note this report, and;
  2. **The approved City of Holdfast Bay Kaurna Acknowledgement is added to the Jetty Road Mainstreet Committee Meeting Agenda from 2 February 2022**
- 

### **COMMUNITY PLAN**

Community: Celebrating culture and diversity

### **COUNCIL POLICY**

Community: Celebrating culture and diversity  
Creative Holdfast, Arts and Culture Strategy, 2019-2024

### **STATUTORY PROVISIONS**

Not Applicable.



## BACKGROUND

The Jetty Road Mainstreet Committee (JRMCM) is an advisory committee of the City of Holdfast Bay formed under Section 41 of the *Local Government Act 1999*. This committee operates under a Terms of Reference that was endorsed by Council on 14 April 2020 (Resolution: C140420/1775).

The City of Holdfast Bay is committed to the principles of an honest, open and accountable Government. The *Local Government (Procedures at Meetings) Regulations 2013* (the 'Regulations') stipulate the procedures to be undertaken during the operation of Council and Committee meetings. Under the Regulations, Council may adopt a Code of Practice for its own meetings. The Council reviewed and endorsed the Code of Practice – Meeting Procedures at its meeting 27 January 2021 (resolution C270121/2194). Included in the Code of Practice is the inclusion of a Kurna Acknowledgement at the beginning of Council and Committee Meetings.

## REPORT

Upon review of the Code of Practice – Meeting Procedures and JRMCM meeting papers, it was identified that the committee papers did not include a Kurna Acknowledgement. The Code of Practice – Meeting Procedures can be found at <https://www.holdfast.sa.gov.au/council/council-documents/policies>.

To ensure consistency with the City of Holdfast Bay Code of Practice it is proposed that the approved Kurna Acknowledgement is included at the JRMCM Agenda and read by the presiding member at the commencement of each meeting:

### **Kurna Acknowledgement**

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

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

To-date, the acknowledgement has not form part of the JRMCM Meeting Agendas, however it is recommended this is included going forward.

Within the centre of the Council Chambers there is a Kurna shield, gifted to the current elected body, as a consistent presence and reminder when making decisions.

## BUDGET

This is an administrative change with no budget implications.

## LIFE CYCLE COSTS

Not applicable