

# 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**

7 February 2024 at 6pm



**Roberto Bria**  
Chief Executive Officer



**1. Opening**

*The Chairperson, Ms Gilia Martin will declare the meeting open at 6pm.*

**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

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 December 2023 be taken as read and confirmed.**

**6. Questions by Members**

6.1 Without Notice

6.2 On Notice: Nil

**7. Presentations**

**7.1 Jetty Road Mainstreet Committee 2024-25 Budget**

Jetty Road Development Coordinator will provide a presentation on the 2024-25 Budget options for consideration.





**8. Reports By Officers**

- |     |  |                    |
|-----|--|--------------------|
| 8.1 | Jetty Road Events Update                   | (Report No: 27/24) |
| 8.2 | Sea to Shore Glenelg Seafood Festival 2023 | (Report No: 28/24) |
| 8.3 | Jetty Road Budget Recommendation           | (Report No: 29/24) |
| 8.4 | Monthly Finance Report                     | (Report No: 30/24) |
| 8.5 | Marketing Update                           | (Report No: 31/24) |

**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 6 March 2024 in the Mayor's Parlour – Glenelg Town Hall, Moseley Square, Glenelg.

**11. Closure**

**Roberto Bria**  
Chief Executive Officer

**Item No:** 8.1

**Subject:** JETTY ROAD EVENTS REPORT

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## Summary

Jetty Road Mainstreet Committee (JRMCM) 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 recent and upcoming events.

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## Recommendation

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

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## Background

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

## Report

For the 2023-24 financial year the JRMCM have allocated funds for the following events:

### Co-funded with Council

- \$75,000 – Winter Activation – Glenelg Winter Arts Festival
- \$50,000 – Spring Activation – Sea to Shore: Glenelg Seafood Festival
- \$50,000 – Summer Activation – Glenelg Ice Cream Festival

### JRMCM Sponsored (Council run)

- \$25,000 – Glenelg Christmas Pageant

### Co-Sponsored – Council and JRMCM (Third Party Events)

- \$10,000 Australian Masters Games
- \$10,000 Glenelg Film Festival

### ***New Year's Eve (Council funded event)***

An estimated 50,000 people converged on Glenelg to celebrate the New Year with a family friendly, alcohol free night of music and fireworks. There were two fireworks displays in Glenelg at 9:30pm and midnight, with DJs entertaining a diverse crowd on the foreshore until 1am.

Organised celebrations are an important means of reducing risk for unplanned and unmanaged crowds converging on the area. As part of planning for New Year's Eve (NYE) there

was close liaison and engagement with South Australia Police (SAPOL), Metropolitan Fire Service (MFS), South Australia Ambulance Service (SAAS), St John, Surf Life Saving SA as well as local clubs and businesses. This included development of a comprehensive risk assessment and emergency management plan. During the evening an Event Operations Centre (EOC) was operational in the Glenelg Town Hall and staffed by representatives from SAPOL, Surf Life Saving SA, St John, MFS and council administration.

The event concluded without any serious incidents, with fewer medical and public order incidents than 2023. Similarly, while there were periods of significant traffic congestion, this cleared more rapidly than the previous year.

As expected, attendance was lower in 2024 than in 2023. Last year Glenelg and Brighton were the only free and unticketed NYE events in Adelaide, leading to unprecedented crowds of 100,000 over the course of the evening. In contrast this year there were free fireworks displays held in the City of Adelaide and at Semaphore beach. The return of these events to an attendance of 60,000 across both Glenelg and Brighton is commensurate with that seen typically in years pre COVID-19.

### ***Glenelg Ice Cream Festival (Summer Activation – co-funded)***

The third Glenelg Ice Cream Festival was held on Friday 12 January 2024, with perfect weather of 35 degrees, attracting a record crowd of 35-40,000 attendees. The warmer evening saw crowds wanting to stay on at the event on the street post the scheduled 10pm finish time.

Jetty Road from Colley Terrace to Gordon/Partridge Streets was activated, with a dedicated ice cream village at the eastern end of the street being popular with crowds. This area included 11 external traders (six more than 2023). External traders were charged a site fee for participating in the event.

There was a total of 15 activations by Jetty Road traders along the street, and an activation by Doughballs Pizza in Moseley Square which was popular. Fashion parades held at 6pm and 7pm in Chapel Plaza saw involvement from 10 Jetty Road traders (two more than last year), and reportedly the best attendance in years.

In response to feedback from 2023 of a need to have more 'grab and go' food options, the Rotary Club of Glenelg ran a sausage sizzle as an affordable, quick food option. Over 50kg of sausages sourced from Jetty Road trader SA Gourmet Meats were sold raising \$2,000 for the club.

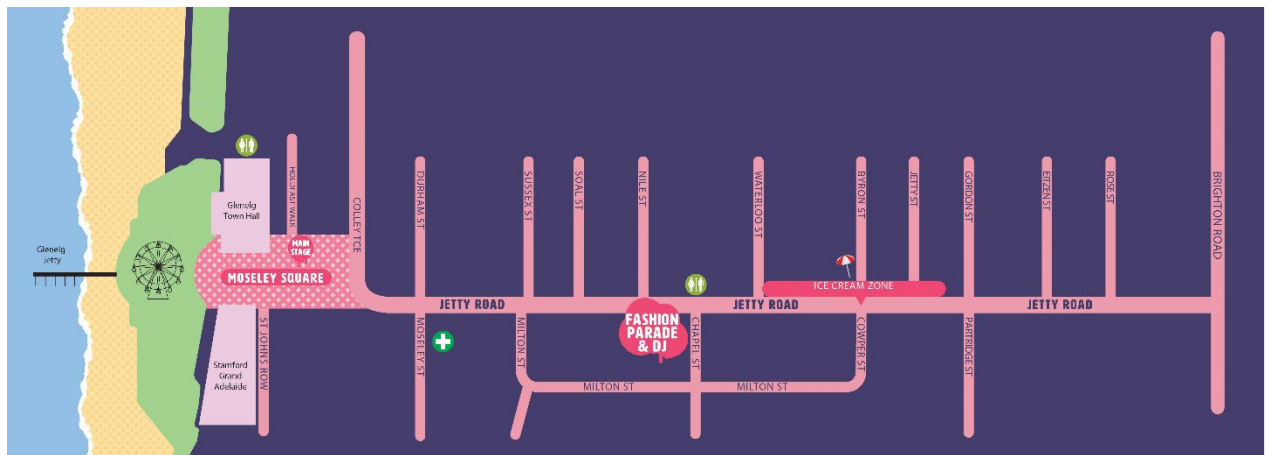
Given families are a key target audience of the event, kids' activities were an essential part of the offering. These were run internally by council departments (City Activation, Youth, Libraries) and were free to the community:

- A Kids Zone area with large outdoor games attracted over 500 kids and 300 adults with over 500 craft ice cream cones made;
- A scavenger hunt for kids to find components of an ice cream cone along the street, this attracted over 200 entries;
- Silent Disco with bubble machine which was very popular;
- A soft play zone that was externally operated had over 500 children engage.

As part of Council's commitment to increase accessibility to events, this year a Sensory Zone was installed in Cowper Street. This is intended to act as a quieter space of retreat, which is particularly valued by people susceptible to sensory overload. Both the sensory zone and the kids' zone were well utilised by families seeking a less busy, shaded area to rest.

A photo opportunity was developed near Chapel Plaza with a branded Ice Cream Festival backdrop and two high white chairs. This was well utilised by attendees and Channel 10 did a weather cross from there on the night.

Site plan:



### ***Glenelg Film Festival (co-sponsored)***

The City of Holdfast Bay and JRMCA are joint sponsors of the Glenelg Film Festival. Sponsorship includes marketing and event support for a finale event in Colley Reserve on 23 March 2024. For this event, the organisers are proposing to screen the top five short films from throughout the year. Council is working with the event organisers on the logistics of the event including film classification requirements. The final event will open from dusk, be licenced and sell basic cinema style food offerings.

### ***Other upcoming events:***

In addition to JRMCA funded/supported events, the following events are in council's forward calendar for the Glenelg area in the coming months. The following is based on information provided by the organisers of each event:

- Giant Wheel: Live until 12 May 2024
- Moseley Beach Club: Live until 7 April 2024
- Sunset Markets in Moseley Square: 11 February, 10 March 2024
- Foreshore Fridays in Jimmy Melrose Park: 9 February 2024
- Asia Street Food by the Sea: 15-18 February
- Adelaide Festival's *Baleen Moondjan* on Glenelg Beach: 28 February- 2 March 2024

**Budget**

The total contribution for the events as listed is \$220,000. Events to date have been delivered within 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:** 8.2

**Subject:** SEA TO SHORE: GLENELG SEAFOOD FESTIVAL 2023

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## Summary

The Sea to Shore: Glenelg Seafood Festival was held for the second time on 28 October 2023. Total attendance at the event was 22,000 across the daytime Foreshore event and evening street party.

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## Recommendation

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

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## Background

Following the successful inaugural Sea to Shore event in 2022, Council endorsed the Sea to Shore: Glenelg Seafood Festival becoming an annual event subject to the annual business planning process. A budget of \$50,000 was approved as part of Council's 2023-24 events budget, which was matched by a \$50,000 contribution from the Jetty Road Mainstreet Committee (JRMC). As in 2022, the 2023 event was held on the last Saturday in October (Saturday 28 October 2023).

## Report

The purpose of the Sea to Shore event is to position Glenelg as Adelaide's premier seaside dining destination, with top chefs and seafood producers showcasing South Australian produce all in one place. As well as being a key destination marketing initiative, it presents the opportunity for traders to activate the Jetty Road Mainstreet precinct for both direct and indirect economic benefit.

The key target audience for the event is adults 25-60 years old who are medium to high income earners willing to pay for unique experiences. While it is intended to be accessible to families, the event does not include child-focused activities or play zones (unlike the Glenelg Ice Cream Festival, which more intentionally targets a child/family audience).

The event comprises a number of interlinked components:

- *Foreshore experience:* A curated offering developed in collaboration with a top chef, showcasing South Australian seafood producers. This is accompanied by a premium bar offering. The following traders participated in 2023: Angler, Comida, Fishbank Bar and Grill, Local Kitchen Co, Oyster Bar, Ragi's, Soi 38, Squid Squad each offered a small and large dish option; Gelista offered a dessert option; and 2KW returned as the main bar operator for the event.



- *Moseley Square:* Food, drinks and live music from 2pm, designed as a link between the Foreshore experience and the Jetty Road street party.
- *Street Party:* Jetty Road Glenelg was closed to traffic and licensed from Moseley Square to Chapel Plaza. Traders were encouraged to pop up out in front of their stores to create a piazza-style atmosphere. The Street Party saw a total of 15 traders in Moseley Square and Jetty Road, Glenelg; this included 13 Jetty Road Mainstreet traders and 2 external traders.

The Foreshore saw 6,090 patrons, with a peak attendance at any one time of 600. In addition, a total of 16,000 people attended the Street Party, bringing total attendance for the day to 22,000.

As destination marketing is a key focus for the event, a PR agency was engaged to ensure maximum media impact across a range of platforms. The total media value of coverage across event listings, online publications, print, TV and radio was estimated at \$152.8k, from an investment of \$4,000 which was included in the event's marketing budget.

According to Spendmapp data, *Total Local Spend* on the day of Sea to Shore was \$4.7 million, the highest spend on a single day since April 2023. Spend was also significantly higher than the day of the 2022 event (\$3.5 million) and the 2021 Ice Cream Festival (\$4.2 million), which were all held on the last Saturday of October. Analysis by product category shows that a spend increase was seen across general retail and not just dining and entertainment.

### ***Future Improvements***

Although attendance at the Foreshore exceeded the 2022 figures, the street party attendance was more modest. This event coincided with the Harvest Rock Festival, held in the CBD and could be cited as a potential contributing factor to attendance numbers, given the events overlap the target audiences. The dates of the 2023 Harvest Rock festival were not known until after the date of Sea to Shore was confirmed and fixed; Administration will seek to work with the organisers to avoid the two events coinciding in future.

Following a review of the design of the event in its first two years, opportunities have been identified to:

- Consider the Street Party format and connection to the Foreshore
- Investigate options for income generation to continue to grow the event

## **Budget**

Event delivery costs totalled \$105,000, offset by approximately \$4,000 of income (site fees from external traders and a percentage of bar revenue from the foreshore), leading to a net cost of approximately \$101,000 for the 2023 event. JRMC contributed \$50,000 to the event, with the remaining \$51,000 coming from Council's events budget.

## **Life Cycle Costs**

The budget allocation for this event in future years will be presented for approval as part of the annual events planning process.

## Strategic Plan

Innovation: economic and social vibrancy in a thriving environment

## Council Policy

*City of Holdfast Bay Events Strategy 2021-2025*

## Statutory Provisions

Not applicable

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**Written By:** Manager City Activation

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

**Item No:** 8.3

**Subject:** JETTY ROAD BUDGET RECOMMENDATIONS

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## Summary

The Jetty Road Mainstreet Committee (JRMCC) will consider the draft budget focused on high level expenditure groups, which has been prepared based on a Differential Separate Rate (levy) increase, to determine the change to be applied to the levy for 2024-25. A further workshop with the Committee will be held to refine project allocations prior to the commencement of the 2024/2025 financial year.

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## Recommendation

**That the Jetty Road Mainstreet Committee endorses:**

- 1. The draft 2024-25 Budget and levy for Council consideration as part of the annual budget process as tabled at the meeting; and,**
  - 2. That the increase applied to the Differential Separate Rate for Jetty Road, Glenelg is to be consistent with the increase to be applied to General Rates.**
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## Background

The Jetty Road Development Coordinator presented a high-level budget to the Jetty Road Mainstreet Committee (JRMCC) to determine the priority of co-funded and sponsored events for Jetty Road, Glenelg in 2024-25 and presented different budget options. A future workshop will be held to discuss marketing and project priorities to achieve the JRMCC objectives for the precinct in line with the presented budget.

## Report

A draft budget focused on high-level expenditure groups has been prepared based on a Differential Separate Rate (levy) increase of 4.8%, which is the LGPI at the time of writing this report. Once agreed by the Committee, the proposed budget increase will be submitted to Council for endorsement. As endorsed in previous financial years, the increase to the levy for 2024-25 should be consistent with the increase applied to General Rates. The increase presented in this draft budget may be subject to change through the Council budget process, if this occurs the JRMCC budget will be updated accordingly.

This draft budget has been prepared as a high-level grouping of expenditure areas including salaries, marketing, events and sponsorship. The draft budget is subject to further refinement as a part of the development of the 2024-25 Annual Business Plan for JRMCC which will further define specific projects.

**Budget**

2024-25 Draft Budget

**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:** Jetty Road Development Coordinator  
**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 at 31 December 2023.

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## Recommendation

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

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## Background

The Jetty Road Mainstreet Committee (JRMC) 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 the budget each month to ensure that all expenditure and income is within approved parameters.

## Report

The 2023-24 Jetty Road Mainstreet budget for December has been delivered on track.

*Refer Attachment 1*

The budget variances are:

- Advertising – additional advertising has been undertaken and will become evident following expenditure reconciliations.
- Sponsorship – this budget variance is due to the timing of the sponsorship transfer for the Glenelg Christmas Pageant.
- Event Management – this budget variance is due to training workshops and the trader networking event due to occur in the next couple of months.

## 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:** Jetty Road Development Coordinator

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

# Attachment 1

### INCOME & EXPENDITURE STATEMENT 31 DECEMBER 2023

	Annual Budget	YTD Budget	YTD Actuals	Variance	2021/22 Actuals	2022/23 Actuals
<b>Revenue</b>						
General Rates Raised	660,245	660,245	660,238	(7)	598,469	617,629
Gift Card Income	-	-	-	-	4,585	-
Other Income	20,000	7,665	2,734	(4,930)	14,469	18,064
	<b>680,245</b>	<b>667,910</b>	<b>662,973</b>	<b>(4,937)</b>	<b>617,523</b>	<b>635,693</b>
<b>Expenses</b>						
Employee Costs	221,205	112,035	112,943	(908)	216,716	178,067
Sponsorships	45,000	35,000	10,455	24,545	25,030	25,855
Event Management	28,500	10,700	2,345	8,355	3,778	24,943
Retail Strategy Implementation	15,000	5,000	-	5,000	-	-
Christmas Decorations	-	-	-	-	10,000	-
Food & Drink	2,500	1,287	824	464	292	1,734
Directory Board	-	-	-	-	655	-
Donations	-	-	-	-	-	-
Lighting	15,000	10,000	9,678	322	19,363	4,742
COVID-19 Related Expenditure	-	-	-	-	22,125	-
Gift Card Expenditure	3,000	3,000	3,105	(105)	9,756	6,191
Other Expenditure	3,000	2,258	1,293	965	747	698
Professional Services	5,000	3,500	7,838	(5,838)	39,697	47,258
<b>Marketing</b>	-	-	-	-	-	-
Signage	12,000	12,000	12,000	-	22,975	27,500
Public Relations	55,000	15,000	12,285	2,715	27,082	22,096
Publications	60,000	30,758	35,354	(4,596)	70,995	77,724
Advertising	43,000	17,200	4,818	12,382	10,176	5,359
Promotions	70,000	27,000	25,154	1,846	67,741	35,566
Marketing Contingency	42,445	30,000	28,325	1,675	22,754	15,378
<b>Events and Activations</b>	-	-	-	-	-	-
Pro Hustle Basketball	-	-	-	-	15,000	-
<b>Co-funded Events</b>	-	-	-	-	-	-
Winter Activation	75,000	75,000	75,000	-	44,304	40,088
Summer Activation	50,000	-	-	-	-	50,000
Seafood Festival	50,000	50,000	50,000	-	-	-
Spring Street Party	-	-	-	-	30,000	50,000
March Activation	-	-	-	-	30,000	-
	<b>795,650</b>	<b>439,739</b>	<b>391,418</b>	<b>46,821</b>	<b>689,186</b>	<b>613,197</b>
<b>Net Profit/(Loss)*</b>	<b>(115,405)</b>	<b>228,171</b>	<b>271,555</b>	<b>41,884</b>	<b>(71,663)</b>	<b>22,496</b>

\*Annual Budget includes carry forward amount from 2022/23 of \$115,405

# **INCOME & EXPENDITURE STATEMENT 31 DECEMBER 2023**

	Annual Budget	YTD Budget	YTD Actuals	Variance	2021/22 Actuals	2022/23 Actuals
<b>Marketing</b>	-	-	-			-
Signage	12,000	12,000	12,000	-	22,975	27,500
Public Relations	55,000	15,000	12,285	2,715	27,082	22,096
Publications	60,000	30,758	35,354	(4,596)	70,995	77,724
Advertising	43,000	17,200	4,818	12,382	10,176	5,359
Promotions	70,000	27,000	25,154	1,846	67,741	35,566
Marketing Contingency	42,445	30,000	28,325	1,675	22,754	15,378
	<b>282,445</b>	<b>131,958</b>	<b>117,936</b>	<b>14,022</b>	<b>221,723</b>	<b>183,622</b>

*\*Annual Budget includes carry forward amount from 2022/23 of \$115,405*

**Item No:** 8.5

**Subject:** **MARKETING UPDATE**

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## Summary

This report provides an update on the marketing initiatives undertaken by the Jetty Road Mainstreet Committee aligned to the 2023-24 Marketing Plan.

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## Recommendation

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

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## Background

The Jetty Road Development Coordinator is responsible for implementing initiatives on behalf of the Jetty Road Mainstreet Committee aligned to the 2023-24 Marketing Plan.

## Report

### ***Glenelg Ice Cream Festival***

As a key Jetty Road, Glenelg event, an extensive marketing campaign was undertaken for the Glenelg Ice Cream Festival (the Festival) held on Friday 12 January 2024. One of the key drivers for the Festival is to make Glenelg top of mind as the key summer and ice cream destination. The purpose of the marketing campaign was to both drive visitation and brand awareness.

To ensure collateral met the requirements of different mediums, an animated digital asset was created and the printed event guide was updated with corresponding social media tiles created.

The social media campaign included advance messaging on what people could expect, this centred on the ice cream village, kids activities, entertainment, new sensory zone and access/parking options, with the below examples.

The marketing campaign included:

- Social Media – with dedicated posts and a Facebook event which attracted 16.3k people responding to the Facebook Event
- Social Media advertising
- Website – Event listing and home page campaign
- Direct marketing – through the Jetty Road consumer newsletter
- Bus Stop – Digital ad shells within the City of Holdfast Bay
- PR – engaged a PR agency with \$113k media value generated across TV, print, digital and radio
- City of Holdfast Bay newsletter, social media and website



- City of Holdfast Bay assets – bin and light post corflutes, Brighton Oval Digital Screen, Glenelg Library and Bay Discovery Centre Digital Screen, Moseley Square Banner, Entry Signs.



### ***Asia Street Food Festival by the Sea***

After a successful event in 2023, Asia Street Food Festival by the Sea is returning to Glenelg from 15-18 February 2024 on Jimmy Melrose Reserve. The inaugural event attracted large crowds to Glenelg on the opening weekend of the Adelaide Fringe Festival and as such Jetty Road is supporting the event with promotion through:

- Digital channels
- Moseley Square banner and bin corflutes
- Promotion through the Jetty Road Consumer newsletter and
- Communication with Jetty Road Traders.

### ***Consumer News***

Consumer emails were sent on:

- Thursday 11 January 2024, promoting Glenelg Ice Cream Festival and Santos Tour Down Under. It was emailed to 9,362 subscribers, with an open rate of 37.4% (3,465 opens and 155 clicks).
- Friday 22 December 2023, promoting New Year's Eve, Glenelg Ice Cream Festival and Boxing Day. It was emailed to 9,224 subscribers, with an open rate of 35% (3,239 opens and 166 clicks).

### ***Trader News***

- Thursday 11 January 2024 (Resent on Friday 12 January 2024) to 415 recipients with a 59% open rate. The content focused on the weekend of events, Glenelg Ice Cream Festival and Waste Collection.
- Friday 22 December 2023 to 415 recipients with a 42.6% open rate. The content focused on a Chair's Christmas message, New Year's Eve and the Glenelg Ice Festival.

**Website**

21 November 2023– 20 January 2024:

- The Glenelg Ice Cream Festival was a significant driver of traffic to the Jetty Road website.
- What's On continues to be a key driver for website traffic and is anticipated to continue through summer.

*Refer Attachment 1*

**Social Media**

At its 13 December meeting JRMC endorsed a new Social Media strategy. The new strategy will commence implementation from February 2024.

Jetty Road, Glenelg social media reporting for Facebook and Instagram is reflected for the period of 21 November 2023– 20 January 2024.

The posting schedule for both Jetty Road, Glenelg platforms is:

- 1 Grid / Feed post a day
- Average 5-7 stories per day

**Facebook – 21 November 2023– 20 January 2024**

	<b>21 September– 20 October</b>	<b>21 October– 20 November</b>	<b>21 November– 20 January</b>
<b>Page Followers</b>	31,684	31,856	32,400
<b>Posts</b>	30	27	55

**Instagram - 21 November 2023– 20 January 2024**

	<b>21 September – 20 October</b>	<b>21 October – 20 November</b>	<b>21 November– 20 January</b>
<b>Followers</b>	20,357	20,505	20,700
<b>Posts</b>	24 posts 169 Stories 3 Reels	22 posts 128 Stories 5 Reels	53 posts 343 Stories 5 Reels

Social Media posting is supported by a paid advertising campaign.

**Budget**

The JRMC allocated \$282,445 towards implementing the 2023-24 Marketing Plan of which \$117,936 has been expended as of 31 December 2023.

**Life Cycle Costs**

Not applicable

**Strategic Plan**

Innovation: entrepreneurialism  
Sustainability: resilience in our economy

**Council Policy**

Not applicable

**Statutory Provisions**

Not applicable

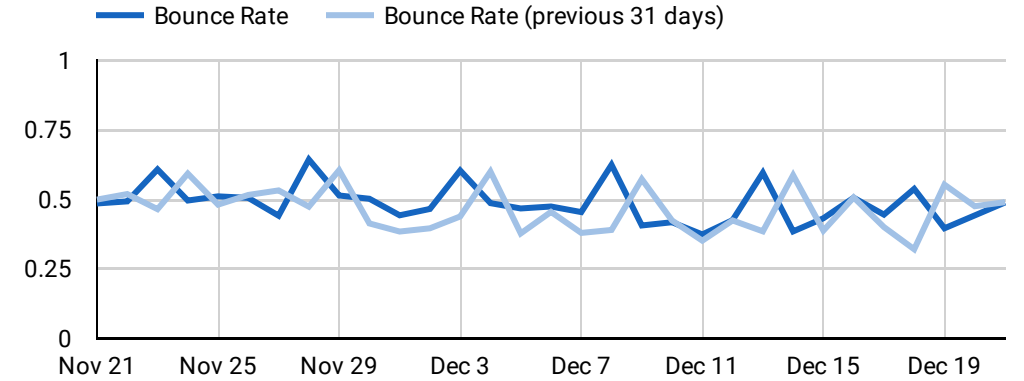
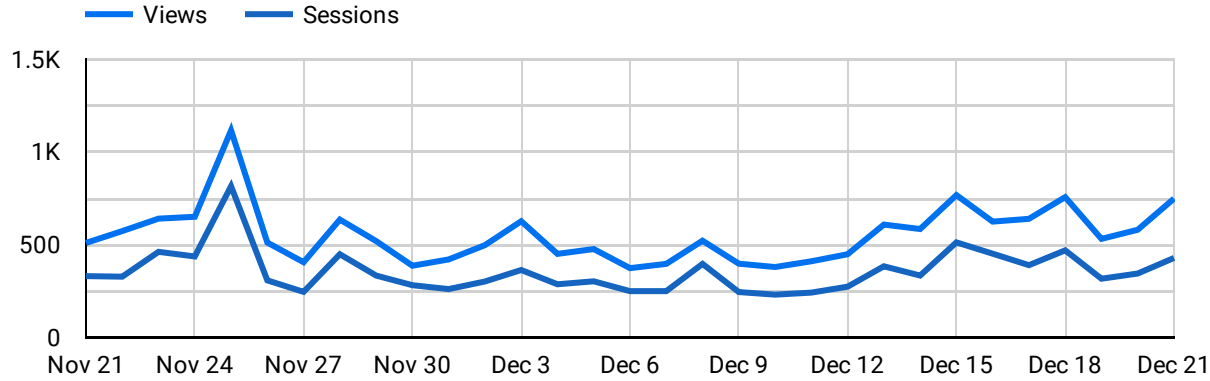
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**Written By:** Jetty Road Development Coordinator  
**General Manager:** Community and Business, Ms M Lock

# Attachment 1

Nov 21, 2023 - Dec 21, 2023

## Overview of your customers behaviors



Pageviews  
**17,174**



Sessions  
**11,074**



New users  
**9,029**



Event count  
**55,466**



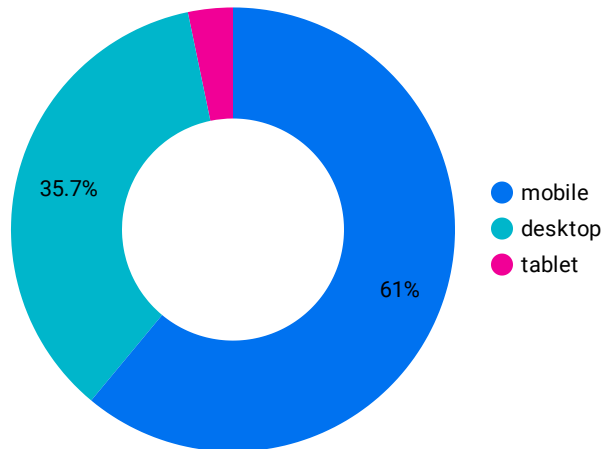
Pages Per Sessions  
**1.55**



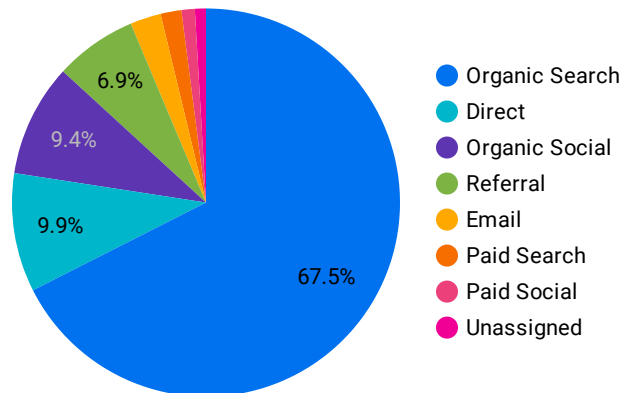
Avg. Time on Page  
**00:00:16**



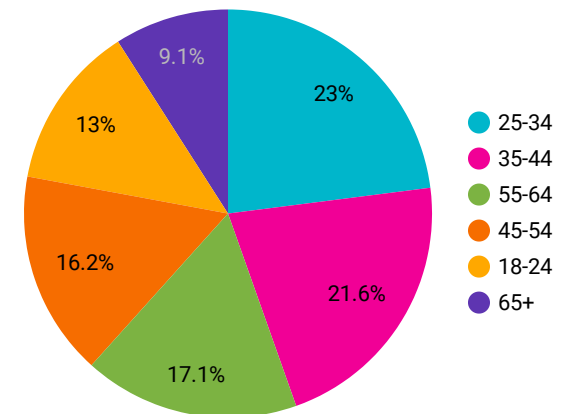
## Device Type



## Website Traffic Source

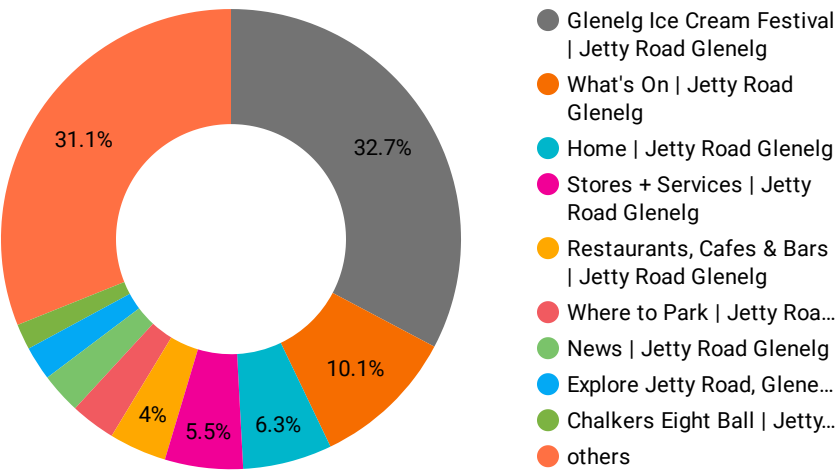


## Who is visiting your site?



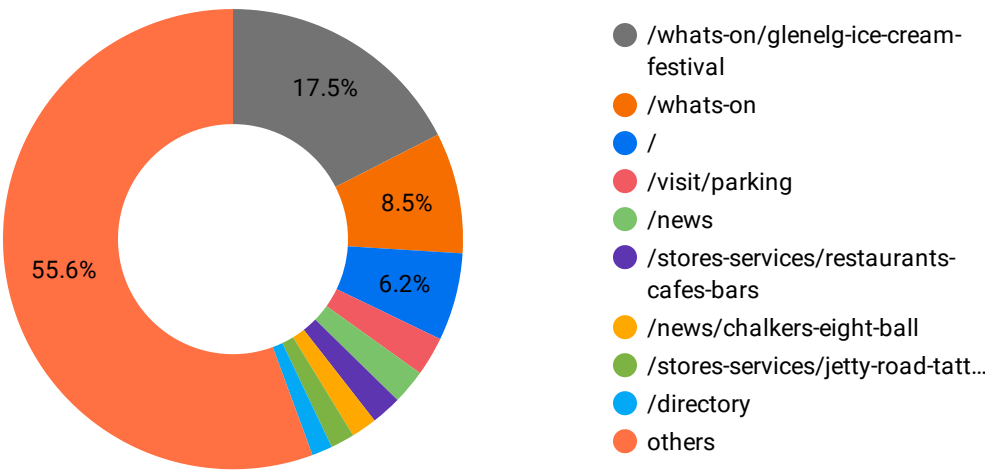


Most popular pages with title breakdown



Page title	Pageviews
Glenelg Ice Cream Festival   Jetty Road Glenelg	8,889
What's On   Jetty Road Glenelg	2,754
Home   Jetty Road Glenelg	1,704
Stores + Services   Jetty Road Glenelg	1,489
Restaurants, Cafes & Bars   Jetty Road Glenelg	1,097
Where to Park   Jetty Road Glenelg	861
News   Jetty Road Glenelg	780
Explore Jetty Road, Glenelg   Jetty Road Glenelg	648
Chalkers Eight Ball   Jetty Road Glenelg	491
Jetty Road Tattoo Studio   Jetty Road Glenelg	458

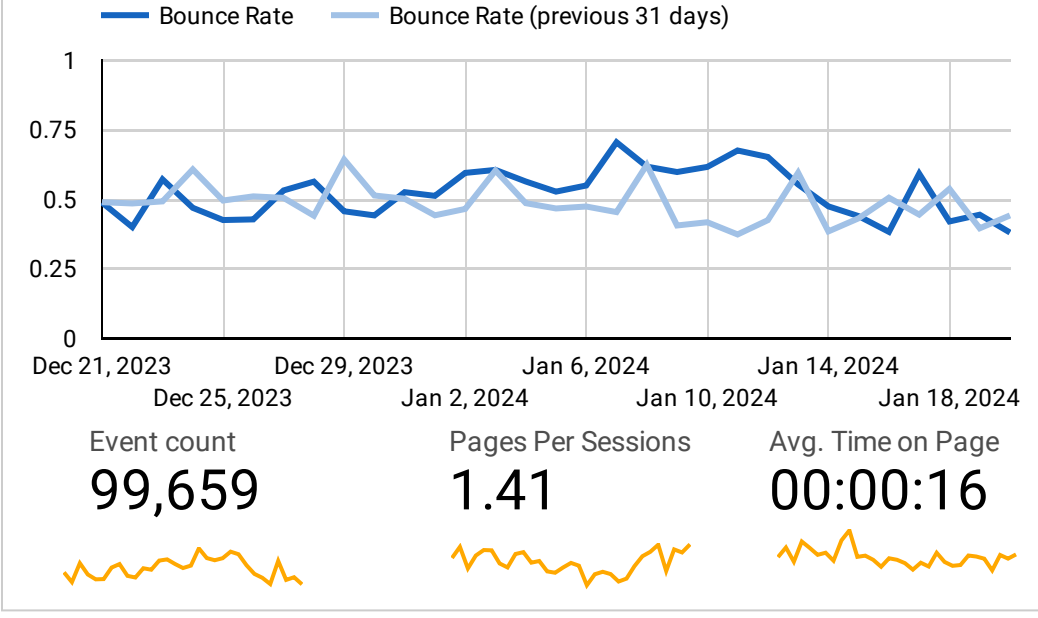
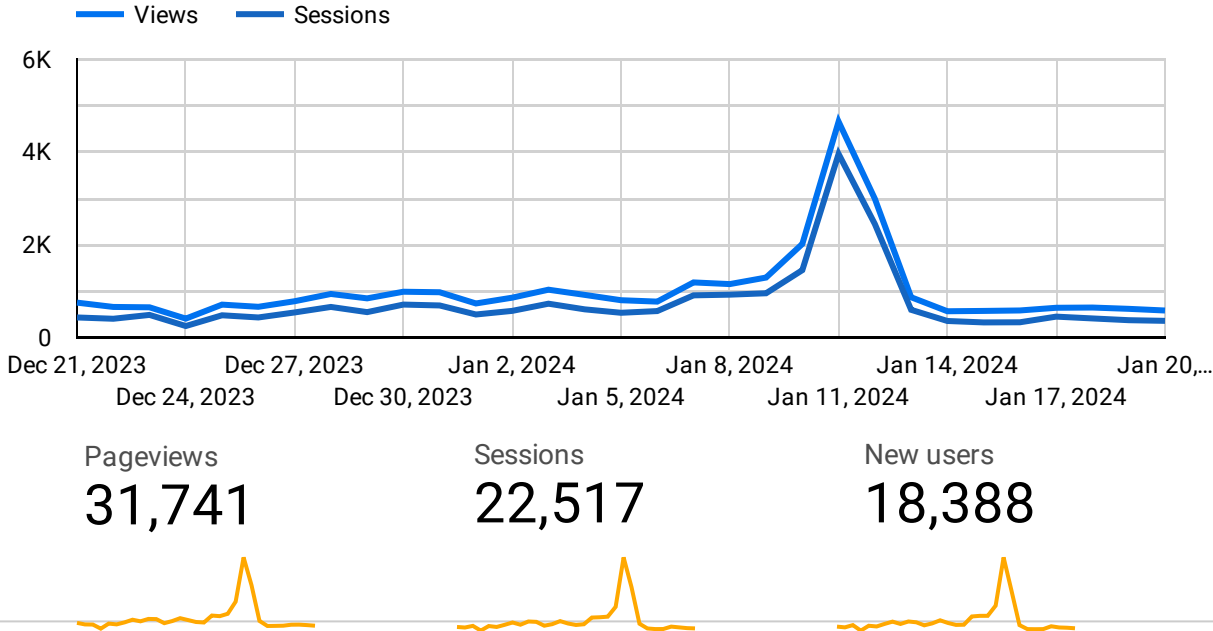
Which page is the most popular?



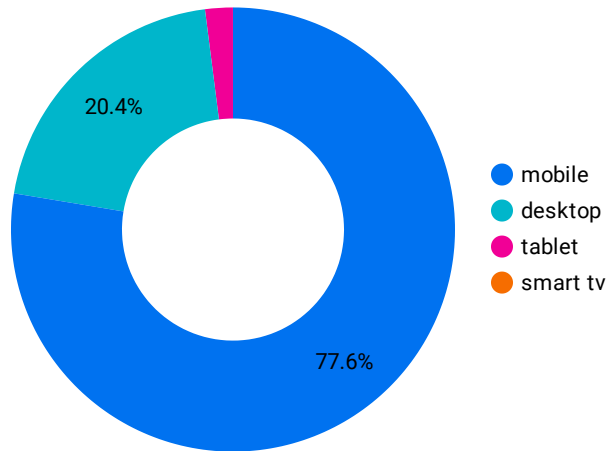
Page path + query string	Pageviews
/whats-on/glenelg-ice-cream-festival	4,751
/whats-on	2,305
/	1,673
/visit/parking	744
/news	660
/stores-services/restaurants-cafes-bars	578
/news/chalkers-eight-ball	490
/stores-services/jetty-road-tattoo-studio	458
/directory	393
/about	329

Dec 21, 2023 - Jan 20, 2024

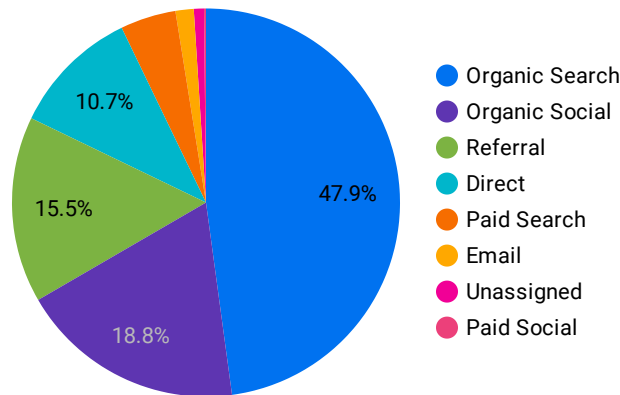
## Overview of your customers behaviors



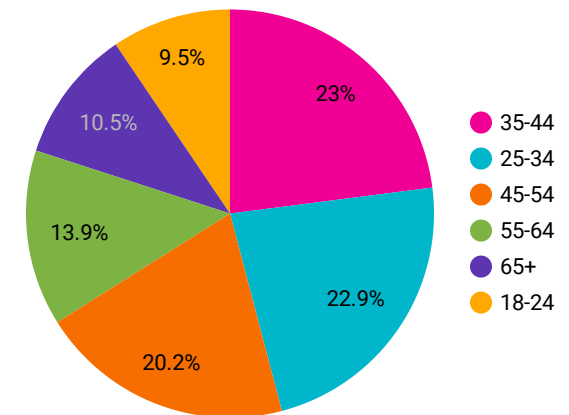
## Device Type



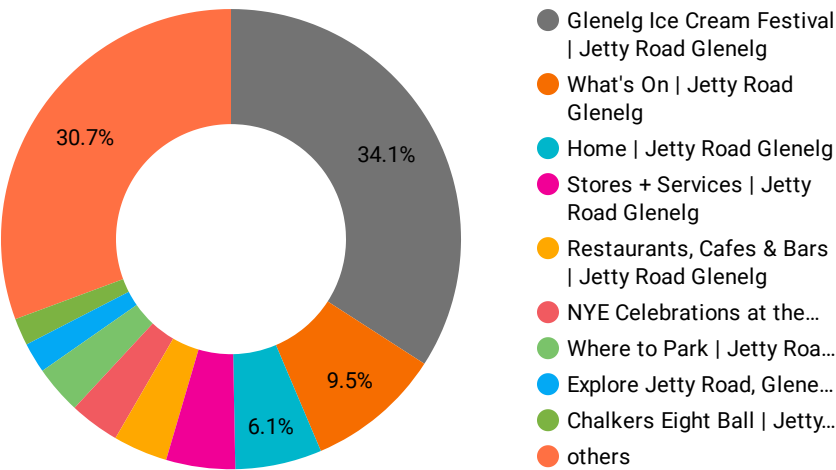
## Website Traffic Source



## Who is visiting your site?

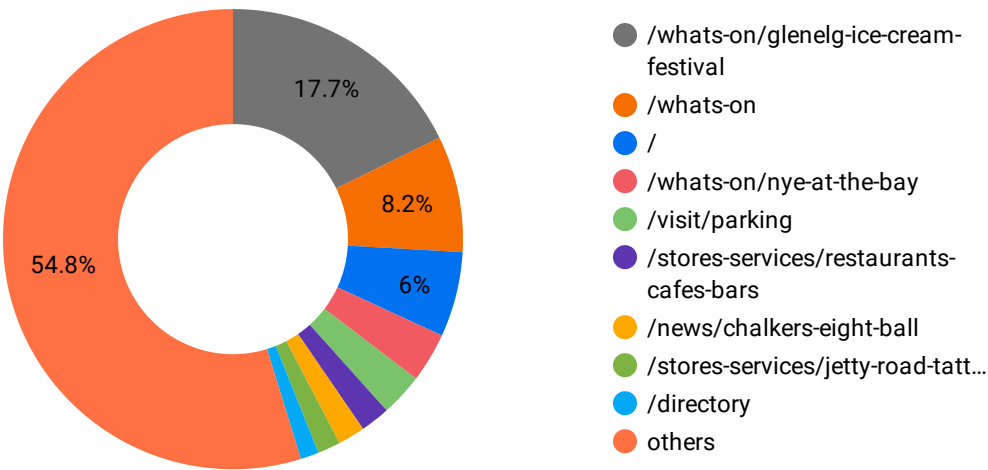


Most popular pages with title breakdown



Page title	Pageviews
Glenelg Ice Cream Festival   Jetty Road Glenelg	10,002
What's On   Jetty Road Glenelg	2,787
Home   Jetty Road Glenelg	1,786
Stores + Services   Jetty Road Glenelg	1,422
Restaurants, Cafes & Bars   Jetty Road Glenelg	1,122
NYE Celebrations at the Bay   Jetty Road Glenelg	1,034
Where to Park   Jetty Road Glenelg	997
Explore Jetty Road, Glenelg   Jetty Road Glenelg	624
Chalkers Eight Ball   Jetty Road Glenelg	562
Jetty Road Tattoo Studio   Jetty Road Glenelg	476

Which page is the most popular?



Page path + query string	Pageviews
/whats-on/glenelg-ice-cream-festival	5,200
/whats-on	2,395
/	1,753
/whats-on/nye-at-the-bay	1,022
/visit/parking	880
/stores-services/restaurants-cafes-bars	607
/news/chalkers-eight-ball	558
/stores-services/jetty-road-tattoo-studio	471
/directory	378
/about	353