

Jetty Road Mainstreet
Committee

NOTICE OF MEETING

Notice is hereby given that a meeting of the Jetty Road Mainstreet Committee will be held via:

Electronic means in a virtual meeting room

Wednesday 6 May 2020 at 6.00pm

Roberto Bria
CHIEF EXECUTIVE OFFICER

Jetty Road Mainstreet Committee Agenda

1. OPENING

The Chairperson, 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 4 March 2020 be taken as read and confirmed.

5. QUESTIONS BY MEMBERS

5.1 **Without Notice** - Nil

5.2 **With Notice** - Nil

6. MOTIONS ON NOTICE - Nil

7. PRESENTATION: Introduction to Project Manager, City of Holdfast Bay

Introduction to Ania Karzek, Manager, Strategy and Governance and Sky Allan, Project Manager who are leading Stage 1, Chapel St and Hindmarsh Lane redevelopment project.

8. REPORTS/ITEMS OF BUSINESS

- 8.1 Monthly Finance Report (Report no: 106/20)
- 8.2 COVID-19 Update (Report no: 107/20)
- 8.3 Marketing Update (Report no: 108/20)

9. URGENT BUSINESS – Subject to the Leave of the Meeting

10. DATE AND TIME OF NEXT MEETING

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 3 June 2020.

11. CLOSURE



**ROBERTO BRIA
CHIEF EXECUTIVE OFFICER**

Item No: **8.1**

Subject: **MONTHLY FINANCE REPORT**

Date: 6 May 2020

Written By: Manager, City Activation

General Manager: Community Services, Ms M Lock

SUMMARY

The Jetty Road Mainstreet Committee March 2020 variance report is prepared by the Manager, City Activation and is presented for information of the members of the Jetty Road Mainstreet Committee.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this report.

COMMUNITY PLAN

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

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

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 budget each month to ensure that all expenditure and income is within approved parameters.

REPORT

Due to the impacts of COVID-19 the current 2019/20 Jetty Road Mainstreet budget currently has a cost savings of approximately \$116,000. It will be recommended to that this amount is directed into marketing initiatives to be enacted in line with changes to the COVID-19 restrictions.

BUDGET

Not applicable

LIFE CYCLE COSTS

There are no life cycle costs associated with this report.

INCOME & EXPENDITURE STATEMENT 31 March 2020

	Annual Budget	YTD Budget	YTD Actuals	Variance	<u>2018/19 Comparatives</u>	
					Actuals 31 March	Actuals 30 June
Revenue						
General Rates Raised	578,088	578,088	578,076	(12)	564,513	564,513
Other Income	4,200	2,000	4,064	2,064	12,209	24,349
Gift Card Revenue	-	-	-	-	4,210	6,130
	582,288	580,088	582,140	2,052	580,932	594,992
Expenses						
Employee Costs	149,889	113,665	111,517	2,148	112,141	146,198
Sponsorships	12,500	11,114	5,764	5,350	7,600	7,600
Professional Services	6,500	4,457	6,206	(1,749)	8,321	12,472
Event Management	81,105	79,969	31,236	48,733	36,273	39,346
Marketing	140,814	119,630	94,226	25,404	93,971	153,999
Retail Strategy Implementation	15,000	15,000	25,633	(10,633)	30,406	43,232
Repairs & Maintenance	1,500	-	249	(249)	125	205
Food & Drink	3,250	2,125	3,193	(1,068)	1,756	3,025
Office Expenses	-	-	-	-	2,958	1,684
Directory Board	2,500	1,425	-	1,425	135	135
Christmas Decorations	50,000	50,000	20,417	29,583	39,725	42,225
Festoon Lighting	-	-	-	-	15,820	15,820
Gift Card Expenditure	-	-	3,965	(3,965)	3,686	8,289
Unallocated credit card expenditure	-	-	1,316	(1,316)	5,827	-
Christmas Pageant	20,000	20,000	20,000	-	30,899	31,099
Winter Wonderland	43,188	43,188	66,217	(23,029)	41,156	41,866
Tour Down Under	50,000	50,000	42,406	7,594	39,221	40,467
October Street Party	30,000	30,000	30,931	(931)	31,897	31,897
Winter Activation	31,233	31,233	23,209	8,024	-	-
	637,479	571,806	486,485	85,321	501,917	619,559
Net Profit/(Loss)*	(55,191)	8,282	95,655	87,373	79,015	(24,567)

*Annual Budget includes carry forward amount from 2018/19 of \$55,191

Marketing - Breakdown

	Actual	Budget
Digital Marketing	18,513	
Radio	-	
Television	4,000	
Outdoor Signage	50,515	
Print Media	4,215	
Promotional Collateral	16,984	
Contingency Budget		
	<u>94,226</u>	<u>140,814</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	128,361	0	128,361	96,271	93,250	3,021	0	93,250	35,111
249 - Wages - Overtime	4,000	0	4,000	4,000	5,443	(1,443)	0	5,443	(1,443)
250 - Salaries Superannuation	12,073	0	12,073	9,055	8,733	321	0	8,733	3,340
283 - Sponsorships	12,500	0	12,500	11,114	5,764	5,350	0	5,764	6,736
301 - Professional Services	6,500	0	6,500	4,457	6,206	(1,749)	0	6,206	294
310 - Project/Event Management	81,105	0	81,105	79,969	31,236	48,733	0	31,236	49,869
31D - Retail Strategy Implementation	15,000	0	15,000	0	25,633	(25,633)	0	25,633	(10,633)
401 - Christmas Decorations	42,515	0	42,515	5,432	20,417	(14,985)	0	20,417	22,098
415 - Food and Drink	1,250	0	1,250	749	2,581	(1,832)	0	2,581	(1,331)
41F - Food, Drink, Entertainment (FBT Applicable)	2,000	0	2,000	1,376	612	764	0	612	1,388
423 - Repairs and Maintenance - General Materials	1,500	0	1,500	0	249	(249)	0	249	1,251
433 - Marketing - Promotion & Familiarisation	138,108	0	138,108	119,630	94,226	25,403	10,301	104,527	33,581
438 - Directory Board	2,500	0	2,500	1,425	0	1,425	0	0	2,500
817 - Insurance - Workers Compensation - Sals	5,455	0	5,455	4,340	4,091	249	0	4,091	1,364
898 - Credit Card Expenditure yet to be Allocated	0	0	0	0	1,316	(1,316)	0	1,316	(1,316)
89A - Carry Forward Budget	(45,000)	55,191	10,191	0	0	0	0	0	10,191
8GC - Gift Card Expenditure	0	0	0	0	3,965	(3,965)	0	3,965	(3,965)
900 - Miscellaneous Income	0	0	0	0	(50)	50	0	(50)	50
910 - Ticket Sales	(4,200)	0	(4,200)	(2,000)	(86)	(1,914)	0	(86)	(4,114)
966 - General Rates Raised	(578,088)	0	(578,088)	(578,088)	(578,076)	(12)	0	(578,076)	(12)
974 - Sales - Other and Promotional Items	0	0	0	0	(3,927)	3,927	0	(3,927)	3,927
	(174,421)	55,191	(119,230)	(242,271)	(278,417)	36,146	10,301	(268,116)	148,886

J01 - Christmas Pageant - 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
249 - Wages - Overtime	7,223	0	7,223	7,223	0	7,223	0	0	7,223
310 - Project/Event Management	7,000	0	7,000	7,000	0	7,000	0	0	7,000
312 - Hire Companies	5,777	0	5,777	5,777	0	5,777	0	0	5,777
80Z - Internal Expenses	0	0	0	0	20,000	(20,000)	0	20,000	(20,000)
	20,000	0	20,000	20,000	20,000	0	0	20,000	0

J02 - Winter Wonderland - Jetty Road Contribution (50% of Budget)

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	0	0	0	0	215	(215)	0	215	(215)
249 - Wages - Overtime	541	0	541	541	131	410	0	131	410
301 - Professional Services	100,000	(31,233)	68,767	68,767	123,372	(54,605)	0	123,372	(54,605)
310 - Project/Event Management	2,207	0	2,207	2,207	0	2,207	0	0	2,207
326 - Security Services - General	12,000	0	12,000	12,000	16,053	(4,053)	0	16,053	(4,053)
433 - Marketing - Promotion & Familiarisation	18,000	0	18,000	18,000	8,999	9,001	0	8,999	9,001
492 - Web Sites Updates	170	0	170	170	0	170	0	0	170
800 - Other Expenditure	4,677	0	4,677	4,677	44	4,633	0	44	4,633
801 - Advertisements	15,485	0	15,485	15,485	188	15,297	0	188	15,297
835 - Entertainment/Special Occasions	6,356	0	6,356	6,356	38	6,318	0	38	6,318
910 - Ticket Sales	(81,720)	0	(81,720)	(81,720)	(80,003)	(1,717)	0	(80,003)	(1,717)
944 - Sponsorship Income	(3,295)	0	(3,295)	(3,295)	(2,820)	(475)	0	(2,820)	(475)
	74,421	(31,233)	43,188	43,188	66,217	(23,029)	0	66,217	(23,029)

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	1,400	0	1,400	1,400	152	1,248	0	152	1,248
249 - Wages - Overtime	2,750	0	2,750	2,750	8,973	(6,223)	0	8,973	(6,223)
301 - Professional Services	0	0	0	0	818	(818)	0	818	(818)
310 - Project/Event Management	35,000	0	35,000	35,000	22,417	12,583	0	22,417	12,583
312 - Hire Companies	10,100	0	10,100	10,100	8,662	1,438	0	8,662	1,438
423 - Repairs and Maintenance - General Materials	750	0	750	750	0	0	0	0	750
433 - Marketing - Promotion & Familiarisation	0	0	0	0	548	(548)	0	548	(548)
800 - Other Expenditure	0	0	0	0	836	(836)	0	836	(836)
	50,000	0	50,000	50,000	42,406	6,844	0	42,406	7,594

J04 - October 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
310 - Project/Event Management	30,000	0	30,000	30,000	30,431	(431)	0	30,431	(431)
433 - Marketing - Promotion & Familiarisation	0	0	0	0	500	(500)	0	500	(500)
	30,000	0	30,000	30,000	30,931	(931)	0	30,931	(931)

J05 - Winter Activation

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	0	31,233	31,233	31,233	25,072	6,161	0	25,072	6,161
900 - Miscellaneous Income	0	0	0	0	(1,863)	1,863	0	(1,863)	1,863
	0	31,233	31,233	31,233	23,209	8,024	0	23,209	8,024

Item No: **8.2**

Subject: **COVID-19 Update**

Date: 6 May 2020

Written By: Manager, City Activation

General Manager: Community Services, Ms M Lock

SUMMARY

This report presents an update to the JRMC on the impacts of COVID-19 and the measures of support that Council are providing to ratepayer's, as well as community and business support, that have been announced to date.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this report.

COMMUNITY PLAN

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

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

This report provides an overview of the measures Council Administration have implemented in response to the unprecedented pandemic outbreak of COVID-19. These measures are to meet the latest advice and restrictions from Federal and State Governments, while maintaining as our priority the health, safety and wellbeing of staff, Elected Members and the broader community.

In response to COVID-19, Council Administration implemented the following internal working groups to respond swiftly to advice to ensure compliance with State Government declarations and relevant legislation thereafter localised risk assessments have been completed.

- **COVID-19 Taskforce:** An internal working group to work through the issues and implications of COVID-19 to the organisation. The group consisted of key members from across Administration, to provide recommendations to Senior Leadership in response to the government recommendations and declarations. This group operated for an approximate 3 week duration as part of the initial immediate response to the pandemic. This Taskforce has now concluded and replaced with the formation of the Crisis Management Team.
- **COVID-19 Crisis Management Team (CMT):** An internal group of specialists who represent the different areas of Council Administration. The CMT initially met daily (via virtual meeting) to provide rapid response/emergency decisions based on current issues and implications of COVID-19 to the organisation and broader community and review processes to align with Federal and State Government announcements. As declarations were established and now in a monitoring phase, this group now meets three times per week to continue to ensure compliance is adhered with the view to revert back to daily in need when restrictions are changed. This group determine a view of the crisis and gather expert input, implementing strategies to ensure the health and wellbeing of Council staff, the Community and Businesses, while managing the ever-changing situation in continuing to provide essential services where possible. All communication is coordinated through this group and any recommendations and actions are then escalated to the Senior Leadership Team for decisions if required.
- **Business Recovery Team:** With the CMT instated and working through the issues, the Business Recovery Team has been established to review how processes and mitigation steps can be implemented now in order to return the organisation to normal operations once restrictions are lifted. Their role is to develop a recovery response plan, restore services, minimise cost of restoration of services, measure the cost of impacts and apply learning and improvements. This team are an internal group of specialists who represent a broad cross section of the business and will provide recommendations to Senior Leadership for decisions.
- **Senior Leadership Team:** The Senior Leadership Team meet in the same occurrence as the CMT via virtual meeting, supported by the Communications Advisor and CMT Administrator. The purpose of this meeting is to make decisions on organisational changes as recommended by the CMT. This team ensures all legal requirements are met whilst making decisions to prioritise the health of our staff and community.

SLT and members of the CMT also attend regular meetings facilitated by the Local Government Association with different stakeholder groups across Councils to bring collaboration and support if needed across Councils, ensuring a unified approach where possible.

As a result of the these groups, measures were in place to respond to the declarations in where possible to maintain essential council services including closures of Council facilities in order to continue to provide and deliver the service in a different format or where not possible to temporarily suspend.

The Federal Government restrictions have also placed restrictions on businesses within the City of Holdfast Bay as per the following:

Effective from 23 March 2020, restrictions put in place including for, but not limited to:

- Clubs, bars, pubs, casinos and other licenced entertainment venues
- Hotels except for accommodation
- Cafes and restaurants, including those within hotels, could only serve takeaway meals
- Places of worship
- Gyms and indoor sporting venues

Effective from 26 March 2020, further restrictions were put in place to include, but not limited to:

- Community facilities such as community halls, libraries and youth centres and RSL
- Amusement parks, arcades and play centres (indoor and outdoor)
- Personal services (beauty, nail, tanning, waxing and tattoo salons)
- Auction houses, real estate auctions and open houses
- Galleries, national institutions, historic sites and museums

From 3 April 2020, further restrictions were placed on the number of people that could gather for weddings and funerals. Weddings can be conducted with no more than 5 people, and funerals must be limited to no more than 10 people with the 4m² per person rule to be observed.

This has significantly affected businesses and trade within the Jetty Road Precinct, with many businesses operating on reduced provisions or closing completely through this time.

REPORT

At the Council meeting held 14 April 2020, Council endorsed the following measures:

- No fines or interest will be charged on rates until 31 August 2020.
- Ratepayers can arrange to pay their rates weekly, fortnightly or monthly, based on an amount that suits their budget.
- Ratepayers can postpone the fourth instalment of 2019/20 to 31 August 2020 without having to pay any interest.
- Effective from 10 March 2020 until 31 August 2020, new fines and interest on outstanding rates will be waived to assist business and residents. External legal action and debt collection processes will also be suspended during this time.
- Ratepayers who may be experiencing financial difficulty due to loss of income are encouraged to contact the City of Holdfast Bay on 8229 9999 to discuss other support options to alleviate hardship.
- Waived fees on the following charges for a period of three months from 1 April to 30 June 2020, with the option to extend for another three months if necessary;
 - Outdoor dining permits
 - Encroachments fees
 - Reserve hire charges
- Fees for food inspection and auditing will be reduced by 25% for three months - 1 April to 30 June 2020, and extend for another three months if required.

Council also agreed to consider further relief measures as part of the 2020/21 Annual Business Plan.

Economic recovery

Council are establishing an Economic Task Group to assist with the economic recovery after COVID-19. The group will consist of community business leaders, representatives from our major retail and industrial precincts, including Jetty Road Glenelg, and specialist council staff in the areas of economic development, tourism, regulatory services, events and creative services.

The Chair of the JRMC is also sitting on the recently established Western Business Leaders Business Taskforce, where members of the business community across the Council regions of Holdfast Bay, Charles Sturt, Port Adelaide Enfield and West Torrens who will meet and discuss considerations that Councils may be able to assist businesses with.

Council Administration are continuing to stay connected with the community via a number of different methods, to include not limited to the following examples: conducting approximately 1000 telephone welfare checks to the vulnerable and amending library services.

To support businesses an information portal has been set up. This Webpage is dedicated to Business Advice during COVID-19 and will be kept up to date with information as it becomes available.

<https://www.holdfast.sa.gov.au/business/business-advice-during-covid-19>

The above information has been sent to traders and landlords via the trader newsletter, and this will continue to be the main source of communication to the traders, and the CHB website as a resource for information for them.

BUDGET

Not applicable

LIFE CYCLE COSTS

There are no life cycle costs associated with this report.

Item No: **8.3**

Subject: **MARKETING UPDATE**

Date: 6 May 2020

Written By: Manager, City Activation

General Manager: Community Services, Ms M Lock

SUMMARY

The report provides an update on the marketing initiatives undertaken by the Jetty Road Mainstreet Committee 2019/20 Marketing Plan and initiatives aligned to the delivery of the Jetty Road Glenelg Retail Strategy 2018-2022. It also takes into consideration the effect of the unprecedented pandemic outbreak of the Corona Virus (COVID-19), in tailoring the messaging to the health and safety of the broader community as per the Government guidelines while supporting the businesses.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this report.

COMMUNITY PLAN

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

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The Jetty Road Development Coordinator is responsible for implementing initiatives on behalf of the Jetty Road Mainstreet Committee in alignment with the 2019/20 Jetty Road Marketing Plan.

REPORT

COVID-19

Due to the unprecedented pandemic outbreak of COVID-19 and the strict measures put in place by Federal and State Governments which included social distancing rules and the closures of hospitality venues and other non-essential services, many businesses in Jetty Road Glenelg have been impacted and are operating in a reduced capacity or have temporarily closed.

Given this, marketing and event initiatives have either been postponed or cancelled, with the focus on social media as the main source of information to the public, given its ability to be current and reactive.

Jetty Road LOCAL Magazine

The winter edition of the LOCAL Magazine was cancelled due to the uncertainty of business operation, and the ability of businesses to purchase ads and winter warmer vouchers. It is anticipated this will return for a summer edition.

Prior to cancelling the issue, work was completed on sourcing new print quotes which offered magazine cover stock options, as well as the magazine layout and direction. The rates were also finalised and distributed via the Jetty Road e-Newsletter to invite traders to advertise.

Winter Wonderland & Events

The 2020 Winter Wonderland has been cancelled due to current government restrictions. The City of Holdfast Bay events team are working on a range of event opportunities that can be activated as restrictions begin to ease.

Social Media




The Jetty Road Glenelg, Social media reporting for Facebook and Instagram are reflected for the period of 19 February 2020 to 19 April 2020 as the JRMC meeting scheduled 1 April 2020 was cancelled due to COVID-19. This report reflects the two months, split from 19 February – 27 March 2020 and 28 March -18 April 2020.

Messaging through this period has been to reinforce the messaging that we are still open for businesses, whilst also supporting the government guidelines of social distancing. The posts have also been to support and promote the businesses who are trading in an amended format through this time.

Facebook

	Jan 28 -18 Feb	19 Feb – March 27	March 28 – 18 April
Followers	26,347	26,780 ↑	26,787 ↑
Posts	40	65 ↑	32 ↓
Post engagement	4.3k Reactions 3.4k Comments 772 Shares 137	4.6K ↔ Reactions 3.6k Comments 734 Shares 277	1.8k ↓ Reactions 1.6k Comment 109 Shares 87




The best performing posts of community engagement through this time were COVID-19 focused (below) from 28 March to 18 April.

09 Apr 20 - 8372 impressions	29 Mar 20 - 6286 impressions	18 April 20 - 5024 impressions
 <p>Happy Easter from the team at @jettyrdglenelg!</p> <p>We hope everyone has a very safe and happy Easter long weekend in what will no doubt be a different one for us all.</p> <p>Some traders in Jetty Road Glenelg are/will open as per the current guidelines but if you're coming to the Bay it is essential people follow the @sahealth_ and @ausgov distancing rules, for not only your health and safety but those around you 🙏🙏🙏</p> <p>📷 @jase_hickson #goodfriday</p>	 <p>The Australian government has further tightened social distancing guidelines after cabinet met today. There's been a strong South Australian Police presence in the Bay and the Glenelg Surf Life Saving Club has patrolled the beaches to assist with distancing.</p> <p>Jetty Road traders are complying with the new protocols and remain open for business this week but according to the latest guidelines.</p> <p>Please follow the SA Health rules but continue to support local business trying to get through this testing time 🙏</p>	 <p>South Australia has recorded no new Covid-19 cases today and Jetty Road traders want to thank the public for not only their patience but their support through testing times.</p> <p>The Bay is still open for business but let's keep up the good work and diligence with the social distancing guidelines and remain positive we can put this all behind us soon. If you're coming to the Bay it is essential people follow the @sahealth_ and @ausgov distancing rules, for not only your health and safety but those around you 🙏🙏🙏</p>

Instagram

	Jan 28 -18 Feb	19 Feb – March 27	March 28 – 18 April
Followers	13,835	14,222 ↑	14,363 ↔
Posts	37	63 ↑	34 ↓
Likes	7,332	11,099 ↑	4,956 ↓
Comments	200	317 ↑	99 ↓

Top posts

09 Apr 20 - 21 comments	16 Apr 20 - 17 comments	15 Apr - 8 comments
 <p>Happy Easter from the team at @jettyrdglenelg!</p> <p>We hope everyone has a very safe and happy Easter long weekend in what will no doubt be a different one for us all.</p> <p>Some traders in Jetty Road Glenelg are/will open as per the current guidelines but if you're coming to the Bay it is essential people follow the @sahealth_ and @ausgov distancing rules, for not only your health and safety but those around you 🙏🙏🙏</p> <p>📷 @jase_hickson #goodfriday</p>	 <p>The Jetty Road store of @denimandcloth is open for business and fully stocked with their autumn range as the temperature starts to dip.</p> <p>But if you want to stay in iso, sit back, relax and get 15 per cent off your first online order, you can do that too! 🐾</p>	 <p>This, too, shall pass 😊</p> <p>📷 @jase_hickson #sunset #staysalty #shoplocal #keepcalmandcarryon #5045 #thebay #glenelg #glenelgbeach #moseleysquare #jettyrdglenelg #ourbackyard #adelaide #southaustralia #australia #adelaidebeaches #autumn #glamadelade #supportlocal #canonaustralia #abcmyphoto #sawithkate</p>

Summary of COVID-19 Posts

Date	Message	Likes	Comments
<p>jettyrdglenelg Apr 09, 21:50</p>	<p>Happy Easter from the team at @jettyrdglenelg! We hope everyone has a very safe and happy Easter long weekend in what will no doubt be a different one for us all. Some traders in Jetty Road Glenelg are/will open as per the current guidelines but if you're coming to the Bay it is essential people follow the @sahealth_ and @ausgov distancing rules, for not only your health and safety but those around you 🙏 🙏</p>	626	21
<p>jettyrdglenelg Mar 29, 09:29</p>	<p>The Australian government has further tightened social distancing guidelines after cabinet met today. There's been a strong @south.australian.police presence in the Bay and the @glenelgssc has patrolled the beaches to assist with distancing. Jetty Road traders are complying with the new protocols and remain open for business this week but according to the latest guidelines. Please follow the @sahealth_...</p>	338	3
<p>jettyrdglenelg Apr 14, 09:28</p>	<p>Today's weather in the Bay was like a dream and tomorrow's is looking just as warm. But it's crucial to remember if you're coming to the Glenelg to follow the @sahealth_ and @ausgov distancing guidelines and keep up the great work 🙏 🙏 @jase_hickson #openforbusiness #shoplocal #keepcalmandcarryon #thebay #glenelg #glenelgbeach #moseleysquare #jettyrdglenelg #ourbackyard #adelaide #southaustralia...</p>	262	4
<p>jettyrdglenelg Apr 12, 21:52</p>	<p>It's going to be a beautiful sunny Easter Monday in the Bay so if you are venturing out for some vitamin d please remember the social distancing guidelines as set out by @ausgov and @sahealth_ Jetty Road Traders are open as per the current protocols but if you're coming to the Bay it is essential to follow the distancing rules for the health and safety of everyone 🙏 🙏 @jase_hickson #eastermonday #easter #longweekend...</p>	238	4
<p>jettyrdglenelg Apr 18, 08:04</p>	<p>South Australia has recorded no new Covid-19 cases today and Jetty Road traders want to thank the public for not only their patience but their support through testing times. The Bay is still open for business but let's keep up the good work and diligence with the social distancing guidelines and remain positive we can put this all behind us soon. If you're coming to the Bay it is essential people follow the @sahealth_ and @ausgov...</p>	236	0
<p>jettyrdglenelg Mar 31, 08:36</p>	<p>Throwback to a busy summer weekend in the Bay. Jetty Road Glenelg is still open as per the current guidelines but it is essential people follow the @sahealth_ and @ausgov distancing rules, for not only your health and safety but those around you 🙏 🙏 #throwback #openforbusiness #shoplocal #keepcalmandcarryon #5045 #thebay #glenelg #glenelgbeach #moseleysquare #jettyrdglenelg #ourbackyard...</p>	234	3
<p>jettyrdglenelg Apr 07, 09:39</p>	<p>With the state premier @steven_marshallmp telling South Australians to plan for an Easter long weekend at home it's important to not leave it too late to get what you need. Jetty Road Glenelg is still open for business as per the current guidelines but it is essential people follow the @sahealth_ and @ausgov distancing rules, for not only your health and safety but those around you 🙏 🙏 @jase_hickson...</p>	218	1
<p>jettyrdglenelg Apr 16, 09:18</p>	<p>The Jetty Road store of @denimandcloth is open for business and fully stocked with their autumn range as the temperature starts to dip. But if you want to stay in iso, sit back, relax and get 15 per cent off your first online order, you can do that too! 🙏 🙏 #dogsofglenelg #openforbusiness #shoplocal #keepcalmandcarryon #thebay #glenelg #glenelgbeach #jettyrdglenelg #ourbackyard #adelaide #southaustralia #glamadelade...</p>	186	17

Website

Current website stats (18 April 2020):

- 760 users
- 815 sessions
- 75.83% bounce rate

As previously reported, the Jetty Road website is going through an upgrade, this transfer project is on track and expected to be live in May 2020.

FUTURE

How the changing and lifting of restrictions from COVID-19 will take place is still to be determined, and timelines aren't yet known. However given the precinct will be targeting consumers at the same time as the likes of Westfield and Harbour Town, draft marketing strategies need to begin now.

It is recommended the carry over budget amount from 2019/20 to 2020/21 be allocated into marketing, and consideration given to bringing in a marketing agency to work with the JRMC on this activity.

BUDGET

The JRMC had \$138,625 allocated towards implementing the 2019/20 marketing plan.

LIFE CYCLE COSTS

Not applicable