

NOTICE OF MEETING

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

**Mayor's Parlour - Glenelg Town Hall
Moseley Square, Glenelg**

Wednesday 1 February at 6.00pm



Roberto Bria
CHIEF EXECUTIVE OFFICER

Jetty Road Mainstreet Committee Agenda

1. OPENING

The Chairperson, Ms Gilia Martin will declare the meeting open at 6:00 pm.

2. KAURNA 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 14 December 2022 be taken as read and confirmed.

6. QUESTIONS BY MEMBERS

6.1 Without Notice

6.2 With Notice - Nil

7. MOTIONS ON NOTICE - Nil

8. PRESENTATIONS**8.1 Glenelg Film Festival Update**

Mr Nick Buckland, Director, Scuti Productions, will provide an overview and update on the Glenelg Film Festival and what support they are looking for from the JRMC.

9. REPORTS/ITEMS OF BUSINESS

- | | | |
|-----|---|--------------------|
| 9.1 | Monthly Finance Report | (Report No: 20/23) |
| 9.2 | Marketing Update | (Report No: 21/23) |
| 9.3 | Jetty Road Events Update | (Report No: 22/23) |
| 9.4 | Jetty Road Mainstreet Committee Nominations | (Report No: 23/23) |

10. URGENT BUSINESS – Subject to the Leave of the Meeting**11. DATE AND TIME OF NEXT MEETING**

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 1 March 2023 in the Parlour Meeting Room, Glenelg Town Hall, Glenelg.

12. CLOSURE

ROBERTO BRIA
CHIEF EXECUTIVE OFFICER

Item No: 9.1

Subject: **MONTHLY FINANCE REPORT**

Date: 1 February 2023

Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

SUMMARY

This report provides an update on the Jetty Road Mainstreet income and expenditure as at 31 December 2022.

RECOMMENDATION

That the Jetty Road Mainstreet Committee notes this report.

STRATEGIC PLAN

Innovation: entrepreneurialism
Sustainability: resilience in our economy

COUNCIL POLICY

Not applicable

STATUTORY PROVISIONS

Not applicable

BACKGROUND

The Jetty Road Mainstreet Committee (JRMCC) 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 Jetty Road Mainstreet financial year 2022/23 income and expenditure statement is presented for information.

Refer Attachment 1

The 2022/23 Jetty Road Mainstreet budget for December has been delivered on track.

Further information on the current variances:

Salaries

With the Digital Marketing and Administration role currently vacant, salaries will reflect an underspend. This underspend will be offset by an above budget spend in Professional Services for the engagement of a short-term Social Media contractor.

BUDGET

Not applicable

LIFE CYCLE COSTS

There are no lifecycle costs associated with this report.

Attachment 1



INCOME & EXPENDITURE STATEMENT 31 December 2022

	Annual Budget	YTD Budget	YTD Actuals	Variance	2020/21 Actuals	2021/22 Actuals
Revenue						
General Rates Raised	617,630	617,630	617,629	(1)	584,449	598,469
Gift Card Income	-	-	-	-	2,690	4,585
Other Income	20,000	12,188	8,823	(3,365)	19,464	14,469
	637,630	629,818	626,452	(3,366)	606,603	617,523
Expenses						
Employee Costs	211,984	105,325	96,196	9,130	207,435	216,716
Sponsorships	34,500	25,000	25,000	-	-	25,030
Event Management	54,909	15,000	13,834	1,166	23,585	3,778
Retail Strategy Implementation	15,000	5,000	-	5,000	480	-
Christmas Decorations	-	-	-	-	-	10,000
Food & Drink	2,500	1,718	558	1,159	456	292
Directory Board	1,000	-	-	-	-	655
Donations	500	-	-	-	-	-
Lighting	-	-	4,402	(4,402)	41,618	19,363
COVID-19 Related Expenditure	-	-	-	-	-	22,125
Gift Card Expenditure	2,156	538	3,586	(3,047)	12,045	9,756
Other Expenditure	-	-	185	(185)	629	747
Professional Services	37,500	12,000	6,576	5,424		39,697
Marketing					206,578	
Signage	50,000	19,000	9,235	9,765		22,975
Public Relations	39,740	15,740	7,684	8,056		27,082
Publications	60,000	37,000	36,540	460		70,995
Advertising	15,000	7,500	2,965	4,535		10,176
Promotions	43,750	2,813	4,700	(1,887)		67,741
Marketing Contingency	22,000	10,000	10,096	(96)		22,754
Events and Activations						
Pro Hustle Basketball	-	-	-	-		15,000
Co-funded Events						
Winter Activation	40,000	40,000	40,088	(88)	43,268	44,304
Summer Activation	50,000	50,000	50,000	-	-	-
Spring Street Party	50,000	50,000	50,000	-	-	30,000
March Activation	-	-	-	-	-	30,000
	730,539	396,634	361,644	34,990	536,094	689,186
Net Profit/(Loss)*	(92,909)	233,184	264,809	31,625	70,509	(71,663)

*Annual Budget includes carry forward amount from 2021/22 of \$92,909

INCOME & EXPENDITURE STATEMENT 31 December 2022

Expenses		Annual Budget	YTD Budget	YTD Actuals	Variance
Marketing			-	-	
Signage	Tram Wrap & Out of precinct signage	50,000	19,000	9,235	9,765
	SA Style Mag, CityMag, Blogs and Consumer News, be Local Campaign, photoshoot, influencers, Winter Warmers Digital				
Public Relations		39,740	10,000	7,684	2,316
Publications	JR LOCAL Magazine	60,000	37,000	36,540	460
	Social Media advertsing, Website, Google Adwords, YouTube advertising				
Advertising		15,000	7,500	2,965	4,535
	Shopping campaigns including Spend + Win				
Promotions		43,750	2,813	4,700	(1,887)
Marketing Contingency	Marketing contingency	22,000	10,000	10,096	(96)
		230,490	86,313	71,220	15,093

Item No: 9.2

Subject: **MARKETING UPDATE**

Date: 1 February 2023

Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

SUMMARY

This report provides an update on the marketing initiatives undertaken by the Jetty Road Mainstreet Committee aligned to the 2022/23 Marketing Plan and initiatives associated to the delivery of the Jetty Road Glenelg Retail Strategy 2018-2022.

RECOMMENDATION

That the Jetty Road Mainstreet Committee notes this report.

STRATEGIC PLAN

Innovation: entrepreneurialism for lifelong growth, economic and social vibrancy

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 aligned to the 2022/23 Marketing Plan.

REPORT

Consumer News

The monthly Jetty Road consumer newsletter was emailed to over 7,743 subscribers on Thursday 22 December 2022 (resent on 24 December). The edition focused on the Christmas Holidays at the Bay, New Year's Eve and the Glenelg Ice Cream Festival:

- 53.6% open rate with 4,152 opens and 159 total clicks.

School Holidays at the Bay and New Year's Eve received the most clicks through to the Jetty Road website.

Trader News

- **Tuesday 6 December (resent 7 December) 2022 – 427 recipients – 59% open rate**
Development Update, Glenelg Ice Cream Festival, Policing
- **Thursday 22 December 2022 – 424 recipients – 49% open rate (15 clicks from Trader Facebook Group)**
Merry Christmas, New Year's Eve, Policing / Crime Stoppers
- **Friday 20 January 2023 (resent 22 January) – 424 recipients – 49% open rate (3 click through from Trader Facebook Group at the time of writing this report)**
Trader Networking Event Invitation

Emails are also shared in the trader Facebook group creating further opportunity for engagement with a trackable URL.

Additionally, key updates are shared as individual posts in the trader group, this is particularly important for road closure information.

Ice Cream Festival

As a key Jetty Road, Glenelg event, an extensive marketing campaign was undertaken for the Glenelg Ice Cream Festival (the Festival), Saturday 14 January 2023. 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.

The social media campaign included advance messaging on what people could expect, this centred on the kids activities, entertainment and ice cream elements, with the below examples.

The marketing campaign included:

- Social Media – with dedicated posts and a Facebook event which attracted 6.3k people indicated they were interested in attending
- Website – Event listing and home page campaign
- Direct marketing – through the Jetty Road consumer newsletter
- Tram stop advertising – launched 31 December to target those attending the NYE Strikers match and Tour Down Under Tour Village
- 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 BDC Digital Screen, Moseley Square Banner, Entry Signs



Shopping Campaigns - Radio Advertising

Aligned with the Jetty Road Marketing Plan, radio advertising was confirmed with SAFM radio station for the shopping campaigns. The campaigns covered Black Friday, Glenelg Christmas Pageant, Christmas in the Bay and Summer.

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.

A podcast campaign will be run in conjunction with the Tourism Team through Nova targeting Easter and Winter Staycations. Podcast marketing allows url tracking.

Development Site Hoarding

There have been discussions regarding the opportunity to beautify the hoarding surrounding the development site on the corner of Colley Terrace. Due to the type of hoarding and removal of panels, it has been recommended that mess banners are utilised and screwed on. This gives the option of being able to cover all the hoarding or just part of it. If the committee would like to proceed, this project would be undertaken at JRMC's cost and could be scaled according to budget allocation.

Jetty Road Website – 22 December 2022 – 20 January 2023

- Website visitation continued to increase with the Glenelg Ice Cream Festival and What's On being significant drivers of website visitation. Visitation was up by 59.6% and page views up by 61.4%
- Acquisition from social media has remained steady at 16%, which is a significant increase from 2.2% in September:

The Jetty Road website report has been provided as an attachment to this report.

Refer Attachment 1

Social Media

Jetty Road, Glenelg social media reporting for Facebook and Instagram is reflected for the period of 21 November 2022 to 20 January 2023.

Social media schedule includes:

- 1 post per platform per day;
- 5- 7 Instagram stories per day; and
- at least 1 reel a fortnight.

During this reporting period there was a great deal of change with engaging a new consultant. The consultant commenced two weeks before Christmas and hit the ground running to keep the channels active, including over Christmas, New Year and the Glenelg Ice Cream Festival. During this time, they have mapped the whole street, created a content calendar, plan for posting, creation of content and reels (1 per week) and processes. To facilitate this, there was a slight drop in activity, particularly Facebook, however this will return to the expectations. The new consultant has also been utilising the Trader Facebook Group to seek event specific content (eg – gift guides).

A new Social Media reporting tool has been implemented to assist with monitoring of both Facebook and Instagram. This tool will provide additional reports for the committee.

Facebook – 21 December 2022 to 20 January 2023

	21 October – 20 November	21 November – 20 December	21 December – 20 January
Page Followers	29,832 ↑	29,875	29,924
Posts	29 ↑	27 ↓	17 ↓

Instagram - 21 December 2022 to 20 January 2023

	21 October – 20 November	21 November – 20 December	21 December – 20 January
Followers	20,087	20,146	20,200
Posts	29 ↑	27 ↓	28 ↑

BUDGET

The JRMC allocated \$230,490 towards implementing the 2022/23 Marketing Plan, of which \$71,200 has been expended as at 31 December 2022.

LIFE CYCLE COSTS

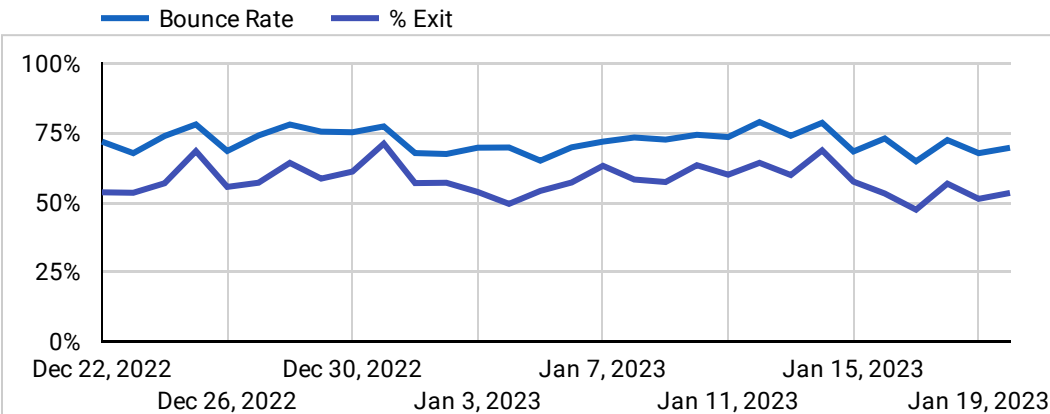
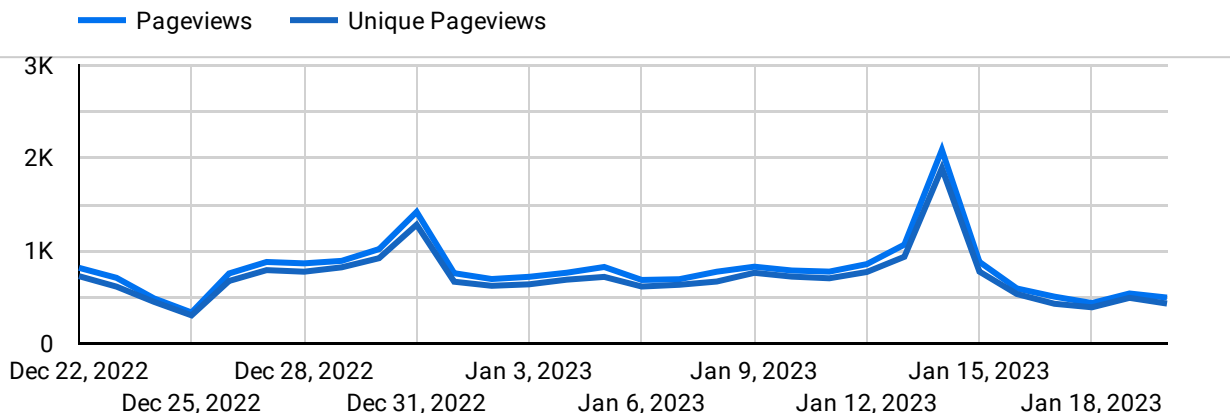
Not applicable

Attachment 1



Dec 22, 2022 - Jan 20, 2023

Overview of your customers behaviors



Pageviews
23,870

Unique Pageviews
21,369

Avg. Time on Page
00:01:11

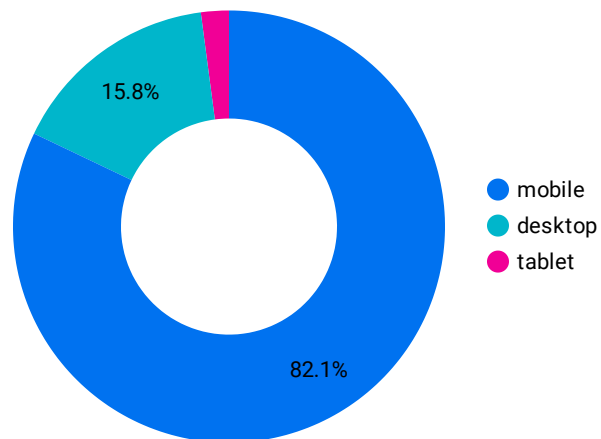
Bounce Rate
73.00%

% Exit
59.19%

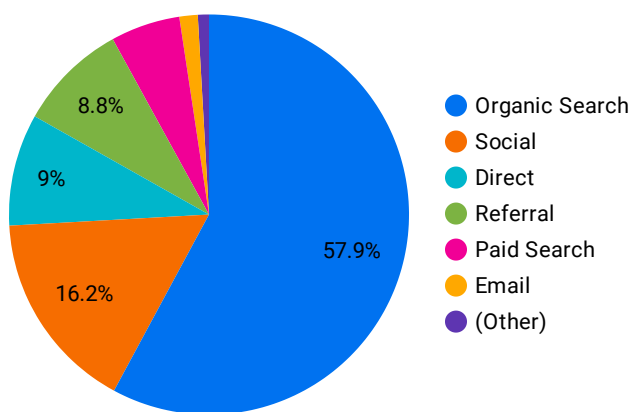
Pages / Session
1.69

Device Type

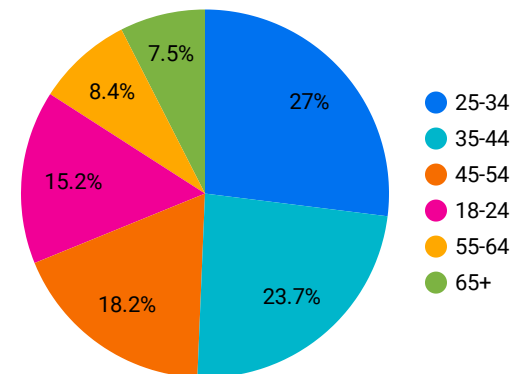
↑ ↓ A-Z ⋮



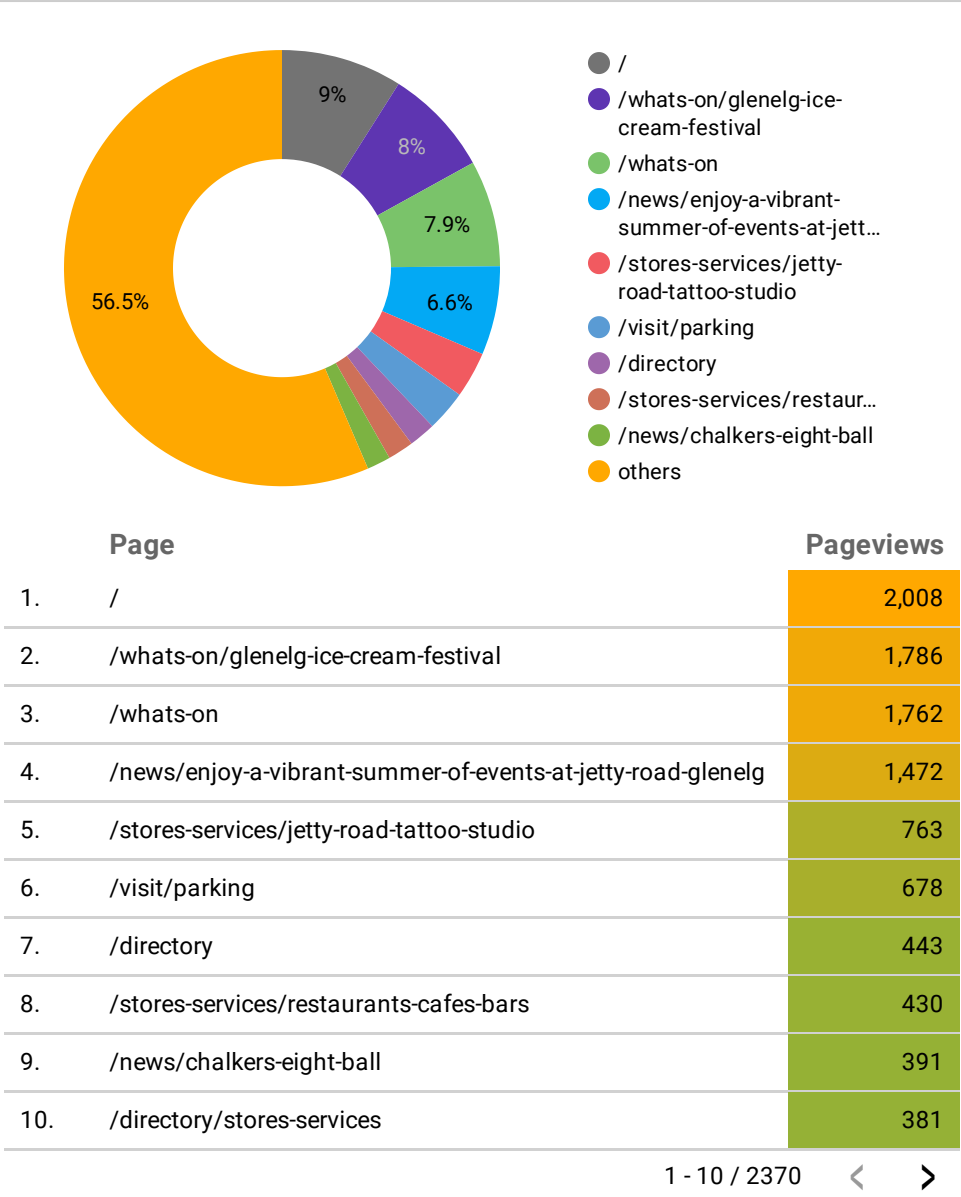
Website Traffic Source



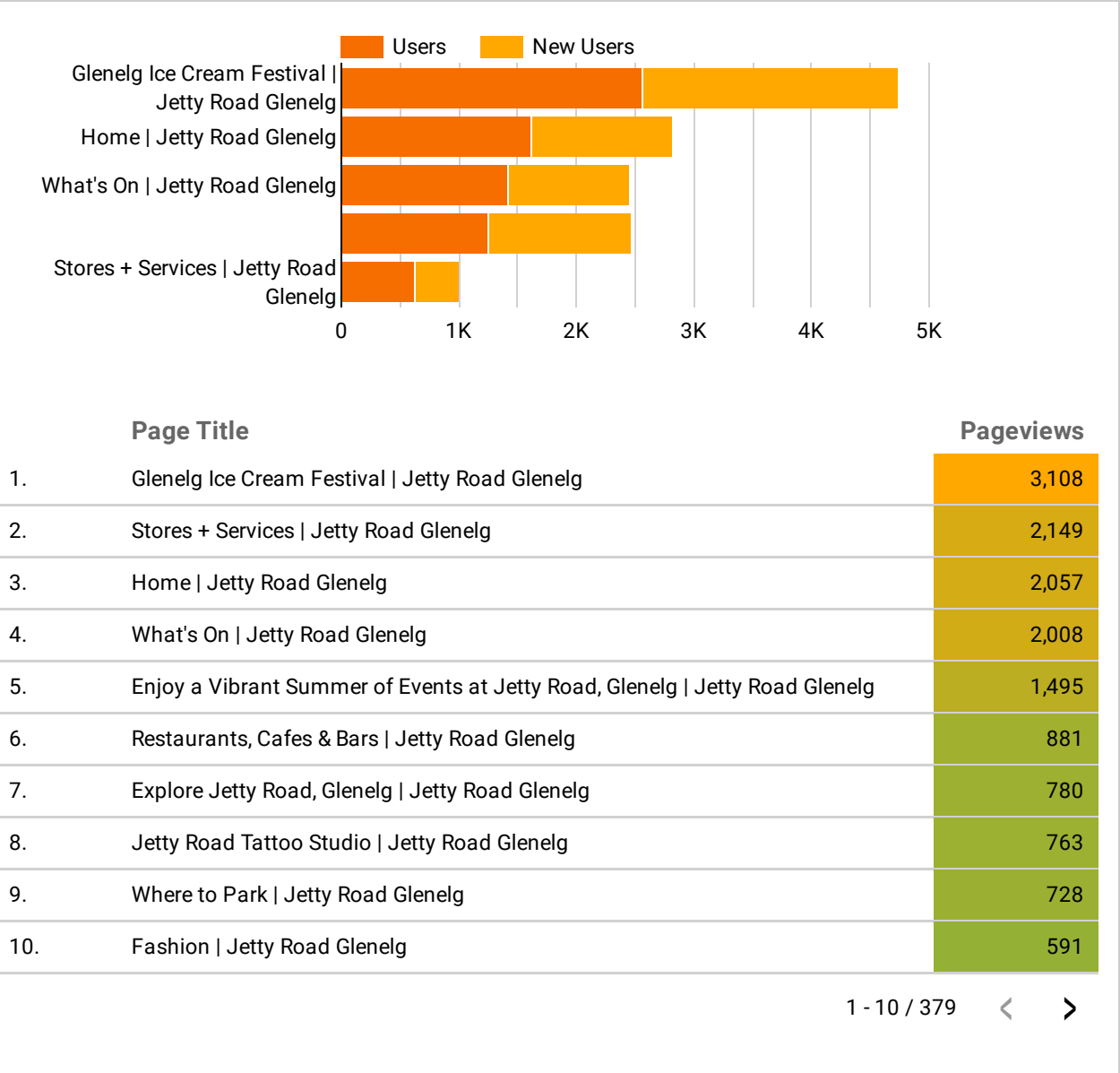
Age



Which page is the most popular?



Most popular pages with title breakdown



Item No: 9.3

Subject: **JETTY ROAD EVENTS UPDATE**

Date: 1 February 2023

Written By: Manager City Activation

General Manager: Community and Business, Ms M Lock

SUMMARY

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

RECOMMENDATION

That the Jetty Road Mainstreet Committee notes this report.

STRATEGIC PLAN

Innovation: entrepreneurialism for lifelong growth, economic and social vibrancy

COUNCIL POLICY

Not applicable

STATUTORY PROVISIONS

Not applicable

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 2022/23 financial year the JRMCM have allocated funds for the following events:

Cost share with Council

\$40,000 – Winter Activation

\$50,000 – Spring Activation – Sea to Shore Glenelg Seafood Festival

\$50,000 – Summer Activation – Ice Cream Festival

Sponsored

\$25,000 – Glenelg Christmas Pageant

JRMC Initiatives

At the 2 November 2022 meeting, JRMC resolved to commit \$4000 to the Meet Santa in Chapel Plaza activation.

Meet Santa in Chapel Plaza

Date: 10 December 2022

Location: Chapel Plaza

Description

The Chapel Plaza Santa activation was funded by the JRMC to continue the Christmas activation into December. The community (and their pets) were invited to visit with Santa in Chapel Plaza and enjoy a Christmas craft area supported by Daisy and Hen. Approximately 250 people visited Santa over the day. The activation attracted a wide range of people from children to older families and friendship groups. Due to the relaxed nature, it was an accessible day, and provided a relaxed atmosphere to enjoy the Christmas activity without large crowds.

The activation was supported by a Facebook event and promotion, light post corflute's, Santa 'this way' signage and a dedicated Santa zone. The colour palette was blue and white to complement the Jetty Road, Glenelg Christmas decorations.

Total cost \$2.9k

New Year's Eve

Date: 31 December 2022

Location: Glenelg

Returning for the first time since 2019, New Year's Eve celebrations saw in 2023 with a family friendly night of entertainment, featuring fireworks launched from Glenelg Jetty at both 9:30pm and midnight. Total attendance in Glenelg has been estimated at 85,000 over the course of the evening.

Organised alcohol-free celebrations on New Year's Eve are an important means of reducing risk for unplanned and unmanaged crowds converging on the area. Accordingly, the dry zone was extended, and a line-up of family-friendly entertainment commenced from 7pm at Jimmy Melrose Park. Entertainment continued beyond the midnight fireworks until approximately 12:45am, to stagger the timing of crowd egress from the area.

The planning and management of New Year's Eve was implemented in close collaboration with stakeholders from SA Police (SAPOL), Metropolitan Fire Service (MFS), Department of Infrastructure and Transport (DIT), SA Ambulance Service (SAAS), St John, Surf Life Saving SA and the local Clubs to cover all aspects of the event. The event concluded without serious incident; there were a small number of medical and public order incidents at a level commensurate with the large crowd size. Vehicle egress caused congestion on all roads that connect with Jetty Road. The City of Holdfast Bay worked with SAPOL and DIT on the night to reduce road congestion as best as possible within available resources. A formal debrief with all internal and external stakeholders is scheduled for the coming weeks to identify areas for future consideration and improvement.

At the commencement of the evening the Hon Joe Szakacs MP, Minister for Police, Emergency and Correctional Services attended a walkthrough of the Glenelg precinct to inspect public safety measures put in place by Council. This included an expanded police compound in Sussex Street, a first aid triage and treatment area in the Glenelg Community Centre, and the Emergency Control Centre (ECC) established in Glenelg Town Hall. This tour was led by Ms Marnie Lock, General Manager Community and Business, with Acting Chief Inspector John Henderson and Superintendent Selena Dinning from SAPOL, Deputy Mayor, Clare Lindop and Councillor Rebecca Abley.

Summer Activation – Glenelg Ice Cream Festival and Santos Tour Down Under Women's Stage One Start

Date: 14 and 15 January 2023

Location: Jetty Road, Glenelg

The Glenelg Ice Cream Festival was held on 14 January 2023 from 4 till 11pm, with Jetty Road closed from Gordon/Partridge Streets to accommodate the event. Road closures were extended the following morning to host the Ziptrak® Stage 1 Women's Tour Down Under race start. This was the first time Glenelg had hosted a women's race stage start.

A number of pop-up bars, retail activations and an ice cream zone were distributed along Jetty Road. Fashion parades accompanied by a DJ were held at 6pm and 7pm, interspersed with live music and additional DJ sets.

A marketing strategy was delivered for the event, which has been further explained in the Marketing Report (21/23). The event received significant media attention in the lead up, including coverage in the Advertiser. Channel 7 conducted a weather cross and there was also national coverage the following morning, on Sunday with Sunrise doing weather crosses from key sites on the Glenelg foreshore including the Giant Wheel and Moseley Beach Club as part of the Ziptrak® Stage 1 Women's Tour Down Under race start.

18 Jetty Road Traders activated the street and 10 fashion traders were part of the fashion parade. 7 non-Jetty Road businesses traded as part of the event for a fee.

Some elements of the Saturday activation needed to be modified on the day due to weather conditions (high winds and a declared Fire Ban).

Attendance is estimated at 30,000 people to the Ice Cream Festival, with a further 5,000 people lining Jetty Road the following morning to watch the Tour Down Under race start.

Other upcoming events:

In addition to JRMC funded/supported events, the following external 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:

- **Summer Block Party:** Licenced and ticketed music event exclusively featuring SA acts. 4 February 2023, Glenelg Foreshore.
- **Sunset Markets:** 12 February and 12 March, Glenelg Foreshore

- **Asian Street Food:** External event by the same organisers as the Asia Oasis festival held at Pinky Flat in Adelaide December 2022. Street food vendors serving from a number of Bali-style huts. Alcohol-free event. 17-19 February 2023, Glenelg Foreshore.
- **Accessible Beach Day:** Organised by Council's community wellbeing team. Specially-designed beach wheelchairs and other equipment will be available, enabling people who otherwise wouldn't be able to access the beach a chance to try the waters. Glenelg Beach, 19 February and 26 March 2023.
- **All Japan Day:** The largest car show of the year, spanning both Colley and Wigley Reserves. 26 February 2023.
- **Fringe at Partridge.** Adelaide Fringe event with a focus on kids and families. 3 March 2023, Partridge House
- **Stihl Timbersports:** the popular national wood chopping competition returns for another year. 4 March 2023, Glenelg Foreshore.

BUDGET

The 2022/23 JRMCM has budget allocations for all the events as described above.

LIFE CYCLE COSTS

There are no life cycle costs associated with this report.

Item No: 9.4

Subject: **JETTY ROAD MAINSTREET COMMITTEE NOMINATIONS**

Date: 1 February 2023

Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

SUMMARY

The Jetty Road Mainstreet Committee (JRMCC) comprises of up to 13 persons who are a mix of the Jetty Road Mainstreet Precinct business owners, commercial property owners (nine persons) and Elected Members of Council (two persons) and, if the committee wishes to do so, independent members (two persons). Business owners and owners of commercial property within the boundaries of the Jetty Road, Glenelg precinct who contribute to the separate rate levy are invited to nominate for a position on the Jetty Road Mainstreet Committee. There are nine positions available for those people who are either a landlord or trader for the period 1 April 2023 – 31 March 2025. Nominations for the positions are open from 2 February to 15 February 2023.

This report seeks the appointment of a JRMCC member to the Selection Panel.

RECOMMENDATION

That the Jetty Road Mainstreet Committee:

1. notes this report.
 2. endorses _____ to the Selection Panel in accordance with the JRMCC Terms of Reference.
-

STRATEGIC PLAN

Innovation: entrepreneurialism
Sustainability: resilience in our economy

COUNCIL POLICY

Not applicable

STATUTORY PROVISIONS

Not applicable

BACKGROUND

The Jetty Road Mainstreet Committee (JRMCC) comprises of up to 13 persons who are a mix of the Jetty Road Mainstreet Precinct business owners, commercial property owners (nine persons) and Elected Members of Council (two persons) and, if the committee wishes to do so, independent members (two persons).

The Jetty Road Mainstreet Committee is established to advise Council on:

- Enhancing and promoting the Precinct as a vibrant shopping, leisure and recreational area with year round appeal to residents and visitors.
- Furthering the economic development of the Precinct and encouraging further retail investment in the Precinct.
- A consistent marketing and brand strategy for the Precinct Initiatives required to operate the Precinct in accordance with the Council's Strategic Management Plans
- The Committee will also maintain communication between the Council, traders, landlords, tourism providers, consumers and residents in the Precinct.

Current Members to 31 March 2023:

- Ms Gilia Martin, Attitudes Boutique – Chair Person
- Ms Gina Bitton, Daisy & Hen – Deputy Chair Person
- Mr Adoni Fotopoulos, Ikos Holdings Trust
- Mr Tony Beatrice, Cibo Espresso
- Mr Angus Warren, Beach Burrito
- Brock Meuris, Terra & Sol
- Chris Morley, Echelon Studio – Architecture and Design
- Damien Murphy, Glenelg Finance
- Jason Rayment, Smart Hearing Solutions
- Councillor Rebecca Abley (term of Council)
- Councillor Allison Kane (term of Council)

REPORT

Business owners and owners of commercial property within the boundaries of the Jetty Road Glenelg mainstreet precinct who contribute to the separate rate levy are invited to nominate for a position on the Jetty Road Mainstreet Committee. There are nine positions available for those people who are either a landlord or trader.

The term of appointment of all members of the JRMCC will be subject to Section 41 of the *Local Government Act 1999*. The Terms of Reference of the Committee state that the positions held by either traders or landlords be appointed for a term not exceeding two years. The period for the next term is 1 April 2023 – 31 March 2025.

Nominations will be open from 2 February to 15 February 2023 and promoted in the Jetty Road Trader Newsletter, hard copy flyers and via the Jetty Road Trader's Facebook Group.

Clause 8.2 of the Terms of Reference requires the Selection Panel (the Panel) to comprise of a member of the JPMC, the Mayor, one Elected Member appointed to the committee and the Chief Executive Officer of the Council. This report seeks the appointment of a JPMC member to the Panel.

The Panel will make an assessment of nominations in terms of the following criteria:

- Retail business experience
- Marketing and/or advertising experience
- Retail property management experience
- Experience as a member of board/s of management or mainstreet committee
- Availability to attend committee meetings

Towards the end of February the Selection Panel will review the applications and make the recommendations to Council of the appointment of the committee members for consideration and appointment by the Council at their 28 March 2023 meeting.

BUDGET

Not applicable

LIFE CYCLE COSTS

Not applicable