



# 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**

**4 February 2026 at 6pm**

A handwritten signature in blue ink that reads "P Jackson".

**Pamela Jackson**  
Chief Executive Officer

Please Note: This agenda contains Officers' reports and recommendations that will be considered  
by the Committee. Any confidential items listed on the agenda will be circulated to Members separately.

[holdfast.sa.gov.au](http://holdfast.sa.gov.au)



## 1. Opening

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

## 2. Kaurna Acknowledgement

*We acknowledge Kaurna 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 Kaurna People today.*

## 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 Wednesday 21 January 2026 be taken as read and confirmed.**

## 5. Presentations - Nil

## 6. Questions by Members

### 6.1 Without Notice

### 6.2 On Notice - Nil

## 7. Motions on Notice - Nil

## 8. Reports By Officers

### 8.1 Action Items (Report No: 33/26)

### 8.2 Jetty Road Events Update (Report No: 32/26)

### 8.3 Marketing Report (Report No: 31/26)

### 8.4 Quarterly Spendmapp Economic Report – Quarter 4 2025 (Report No: 30/26)

### 8.5 Terms of Reference and Implementation Plan (Report No: 35/26)

## 9. Urgent Business – Subject to the Leave of the Meeting



## 10. Items in Confidence

### 10.1 Draft 2026-27 Jetty Road Mainstreet Committee Budget (Report No: 29/26)

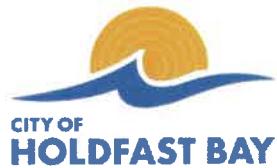
**Pursuant to Section 87(10) of the Local Government Act 1999 the Report attached to this agenda and the accompanying documentation is delivered to the Jetty Road Mainstreet Committee (JRMC) upon the basis that the JRMC consider the Report and the documents in confidence under Part 3 of the Act, specifically on the basis that the JRMC will receive, discuss or consider:**

- b. Information the disclosure of which -**
  - i. would reasonably be expected to confer a commercial advantage on a person with whom the council is conducting, or proposing to conduct, business, or to prejudice the commercial position of the council; and**
  - ii. would, on balance, be contrary to the public interest;**
- d. commercial information of a confidential nature (not being a trade secret) the disclosure of which -**
  - i. could reasonably be expected to prejudice the commercial position of the person who supplied the information, or to confer a commercial advantage on a third party; and**
  - ii. would, on balance, be contrary to the public interest;**
- k. tenders for the supply of goods, the provision of services or the carrying out of works.**

### 10.2 Jetty Road Mainstreet Expenditure of Remaining Budget for 2025-26 (Report No: 34/26)

**Pursuant to Section 87(10) of the Local Government Act 1999 the Report attached to this agenda and the accompanying documentation is delivered to the Jetty Road Mainstreet Committee (JRMC) upon the basis that the JRMC consider the Report and the documents in confidence under Part 3 of the Act, specifically on the basis that the JRMC will receive, discuss or consider:**

- b. Information the disclosure of which -**
  - i. would reasonably be expected to confer a commercial advantage on a person with whom the council is conducting, or proposing to conduct, business, or to prejudice the commercial position of the council; and**
  - ii. would, on balance, be contrary to the public interest;**



- d. commercial information of a confidential nature (not being a trade secret) the disclosure of which -
  - i. could reasonably be expected to prejudice the commercial position of the person who supplied the information, or to confer a commercial advantage on a third party; and
  - ii. would, on balance, be contrary to the public interest.

11. Date and time of next meeting

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 25 February 2026 in the Mayor's Parlour – Glenelg Town Hall, Moseley Square, Glenelg.

12. Closure



A handwritten signature in black ink that reads "P Jackson".

Pamela Jackson  
Chief Executive Officer

**Item No:** 8.1

**Subject:** ACTION LIST UPDATE

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## Summary

This report is to document questions and actions raised in previous meetings and advise the Jetty Road Mainstreet Committee (JRMC) Administration's progress updates and outcomes.

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## Recommendation

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

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## Background

This report is a new initiative to keep the Jetty Road Mainstreet Committee (JRMC) informed of Administration's progress and outcomes from matters raised from previous meetings.

## Report

The attached document states the meeting date, question raised, the responsible person for returning information to the JRMC, each item's status and information gathered at the date of this report.

*Refer Attachment 1*

## Budget

Not applicable

## Life Cycle Costs

Not applicable

## Strategic Plan

Not applicable

## Council Policy

Not applicable

## Statutory Provisions

Not applicable

**Written By:** Executive Assistant, Community and Business

**General Manager:** Strategy and Corporate, Mr A Filipi

# Attachment 1



**Jetty Road Mainstreet Committee - Action Items**  
as of 30 January 2026

Meeting	Agenda Item	Action Required	Responsibility	Estimated Completion Date	Current Status
13 August 2025	7.2.2 - Jetty Road Precinct Signage	<ol style="list-style-type: none"> <li>Request to expand messaging past Augusta St and around bus replacement services</li> <li>Ascertain whether DIT can provide usage figures on bus replacement services</li> </ol>	<p>General Manager Community and Business</p> <p>Principal Project Manager Jetty Road Transformation</p>	September 2025	<p><b><u>Update 5/12/25</u></b> Letter from Minister Bourke dated 27/11/25 stated <i>"this week we have installed signage and footpath decals along Sussex Street, Durham Street and Colley Terrace to assist commuters navigate their way between Jetty Road and Anzac Highway to reach the substitute buses".</i></p> <p><b><u>Update 9/12/25</u></b> DIT have been contacted seeking information.</p>
3 September 2025	8.6 - Commercial Tenancy Useable Space	That the Committee authorises S Smith, A Warren and B Millard to investigate under-utilised properties in the Jetty Road Precinct and report back to the Committee to the October meeting.	S Smith, A Warren, B Millard	JRMC meeting – 1 October 2025	<b><u>In progress</u></b> A Warren to provide update
1 October 2025	9.2 - Correspondence to Telstra	That the Committee writes to Telstra to request beautification of the roof of the Telstra Exchange building on the corner of Jetty Road.	General Manager Community and Business	31 December 2025	<b><u>Update 4/12/25</u></b> Contacted Scott Ddolejs at Telstra – advised will speak to planners and get back to us.
5 November 2025	7.2.1 - Uptake of Celebrate Local Campaign – G Martin	That, future promotions, where trader engagement is sought, includes a request to provide formal feedback on the overall promotion, subject to the nature of the engagement.	Manager City Activation	Ongoing action	



**Jetty Road Mainstreet Committee - Action Items**  
as of 30 January 2026

Meeting	Agenda Item	Action Required	Responsibility	Estimated Completion Date	Current Status
5 November 2025	8.1 – Motion on Notice – Mainstreet SA Twilight Tours of Jetty Road – Cr Kane	That the Jetty Road Mainstreet Committee, in collaboration with Council and Mainstreet SA, schedule and host a Mainstreet SA Mainstreet Twilight tour of Jetty Road in October 2026.	Jetty Road Mainstreet Committee and Council Administration	October 2026	
5 November 2025	8.2 - Motion on Notice - Spendmapp Data for Jetty Road Glenelg – Cr Kane	<ol style="list-style-type: none"> <li>1. Council Administration to investigate the feasibility of incorporating Spendmapp visitor spend data into quarterly JRMC reports, covering both the suburb of Glenelg and, where possible, the designated Jetty Road Precinct, to support strategic decision making and performance monitoring on JRMC endorsed initiatives.</li> <li>2. Council Administration identify, include relevant data sets, and baseline comparisons that will best support the Committee's objectives and inform future marketing and engagement strategies</li> </ol>	Manager City Activation	Reporting to commence first meeting of 2026 (04 Feb 26)	<p><b>Update 30/1/2026</b> Spendmapp data for the Oct-Dec quarter is included on the JRMC agenda for 4/2/2026</p>
21 January 2026	6.1 – Transforming Jetty Road Update	<ol style="list-style-type: none"> <li>1. New cleaning schedule to be included in Trader News.</li> <li>2. Phasing of new lights at Moseley Square to be checked.</li> </ol>	Principal Project Manager	<ol style="list-style-type: none"> <li>1. Next edition</li> <li>2. As soon as possible</li> </ol>	<p><b>Update 30/1/2026</b></p> <ol style="list-style-type: none"> <li>1. Included in Trader News week commencing 2/2/2026.</li> <li>2. Adjusting the traffic light configuration temporarily will require further costs and then further reconfiguration when the Trams return, then again once Colley reopens in approximately 6 months. This would also require a lead time and work to be completed by DIT. The short term</li> </ol>



**Jetty Road Mainstreet Committee - Action Items**  
as of 30 January 2026

Meeting	Agenda Item	Action Required	Responsibility	Estimated Completion Date	Current Status
					gain against the costs and repeated changes is not recommended.
21 January 2026	9.2 – Terms of Reference and Implementation Plan	Clause 7 – Appointment Process Composition of Selection Panel to be modified to include the JRMC Chair (or delegate), two other JRMC members, the Mayor and/or CEO, and may also include a JRMC Elected Member.	General Manager Strategy and Corporate	For inclusion in report to Council on 27 January 2026.	<b><u>Update 30/1/2026</u></b> Council endorsed the revised Terms of Reference with additional changes. A report summarising the changes is included on the JRMC agenda for 4/2/2026.  <b><u>Update 23/1/2026</u></b> Report to Council and Terms of Reference were revised for 27 January 2026 Council meeting.
21 January 2026	9.3 – Draft 2026-27 Jetty Road Mainstreet Committee Budget	1. Business Confidence Survey to be provided to the Committee. 2. Comparison of social media statistics (last vs this year) to be included in a future report, including cost and effort. 3. Draft budget to be updated in line with discussion and presented at next JRMC meeting.	General Manager Strategy and Corporate	1. Future agenda. 2. Next social media report. 3. 4 February meeting	<b><u>Update 30/1/2026</u></b> 2. Data is currently being compiled for reporting at the March JRMC meeting.  3. Report included on agenda for meeting 4/2/2026
21 January 2026	11.1 – Jetty Road Mainstreet Mid-Year Financial Report	Provide the Committee with explanation on movement of Budget since original budget was set in July 2025.	Manager Finance		<b><u>Update 30/1/26</u></b> A report will be presented at the March Committee meeting.

**Item No:** 8.2

**Subject:** **JETTY ROAD EVENTS UPDATE**

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## **Summary**

The Jetty Road Mainstreet Committee (JRMC), in partnership with the City of Holdfast Bay, is responsible for implementing and managing a variety of major events to support economic stimulus in the precinct in accordance with the annual marketing and business plan.

This report provides an overview of Council's endorsed events program and budget, along with information about upcoming events.

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## **Recommendation**

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

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## **Background**

The Jetty Road Mainstreet Committee (JRMC), in partnership with the City of Holdfast Bay, is responsible for allocating funds for a variety of events to support economic stimulus in the precinct in accordance with the annual marketing and business plan.

## **Report**

A summary of recent event outcomes is below.

### ***Christmas at the Bay – 6 December 2025***

Christmas at the Bay, (Moseley Square/Jimmy Melrose Park) featured children's activities, market stalls, visit from Santa and photo opportunities and twilight carols. Local community groups performed on stage ahead of South Australian artists Gospo Collective and Layla Schillert (Adelaide Festival Centre Cirque Alice lead performer).

Approximately 7,000 people attended the event over the 6-hour event period. The weather on the evening was extremely windy and as a result, attendance numbers were down from the anticipated 10,000. Spendmapp data shows that during the event there was an economic uplift of \$100,000 when compared with Saturday prior to the event. Overall, spending during the 2025 Christmas at the Bay event (\$4.73m) was higher than that of the 2024 Christmas Pageant (\$4.69m).

It is anticipated that the pageant format with Jetty Road, Glenelg road closure, will return for the 2026 event.

The Jetty Road Glenelg Christmas Window Display competition was held, inviting visitors to vote for their favourite festive window, coinciding with Black Friday sales and further encouraging visitors to wander the length of Jetty Road and shop locally. Taking Shape

received the highest public votes, winning additional Southern Business Mentoring Program sessions while two public voters each won a family pass to Cirque Alice, donated by Adelaide Festival Centre.

#### ***New Year's Eve – 31 December 2025***

The family-friendly, alcohol-free celebration was delivered safely and had an estimated attendance of 50,000 people by the midnight fireworks. Attendance was lower than in previous years, likely due to cooler-than-usual weather conditions and the absence of tram services to Glenelg. The event featured stage entertainment and two coordinated fireworks displays at 9.30pm and midnight.

SA Police reported positive outcomes, noting a friendly atmosphere throughout the evening and a well-managed crowd along the foreshore precinct.

The event was supported by funding from Department of the Premier and Cabinet (\$65,000), an algal bloom event support grant from South Australian Tourism Commission (\$15,000) and SOLO Waste Recovery's sponsorship (\$10,000).

New Year's Eve at the Bay's success reinforced its position as one of South Australia's major celebrations, underpinned by strong stakeholder collaboration to create a safe and enjoyable experience for the community.

A summary of the upcoming program is outlined below.

#### ***Glenelg Ice Cream Festival – 6 February 2026***

Detailed planning for the festival, which includes the closure of Jetty Road, Glenelg from Gordon/Partridge Streets to Colley Terrace, is underway. The 2026 event has seen a significant increase in trader engagement with the contracting of a retail specialist to work directly with the traders to help identify the best ways to participate in the festival. This investment was negotiated at a cost of \$3,000 and as a result, 38 Jetty Road traders will be participating with extended dining or retail onto the street, providing a unique offering or festival special, extending trading hours or decorating their shop fronts. The specialist's engagement also ensures all businesses, even if they don't actively participate, have received direct, detailed information to assist in their business planning for the day.

The event will also host 26 external vendors featuring ice creameries and desserts, as well as dog-focused vendors offering treats and accessories in the Pawzone on Waterloo Street.

Promotion of the event has commenced, with printed collateral marketing the event as of Monday 5 January 2026. Digital marketing continues across all Council digital platforms as well as contracted external marketing platforms.

Road closures and the site layout have been finalised in partnership with the Transforming Jetty Road project. Road closure and general event information was shared with residents and businesses through a notification letter delivered on Friday 23 January.

Programming is now complete with key entertainment booked including:

- Germein and Eidolon (Byron Street stage)
- Sparks Trio and Sax & Love (Moseley Square stage)
- Pitch Karaoke (Chapel Plaza)
- Loose parts play area, face painting, hair braiding, soft play area, craft and roving entertainment (kids'/teen zone)
- Themed craft area, sensory space (Glenelg Library)
- Photo booth, dog-specific vendors, dog-friendly ice cream treats, water station (Pawzone)

A funding request to the Algal Bloom Event Support Fund has been submitted including a letter of support from the Committee provided by Chair, Gilia Martin. If successful, the funding will support additional or improved programming.

#### ***Sea to Shore – 15-16 May 2026***

Event design and planning continues in partnership with event curators, Amanda Prance and Jaimie Steele, to develop the broader festival program, attract key local vendors and feature cooking demonstrations to suit all target audiences and culinary skill levels.

A well-known SA food personality has been sought and is currently in negotiations to become the Event Ambassador. This will include pre-event PR, acting as emcee at the demonstration kitchen and providing cooking demonstrations across both event days. Confirmation and promotion of the Event Ambassador is expected to be released in late February.

An Expression of Interest (EOI) for trader participation will be released soon and will be followed up with support from the retail specialist and event curators to ensure continued trader engagement in JRMC funded events.

#### ***Winter Activation***

Winter activation opportunities are currently being investigated, dependent on Council funding through the annual business planning and budgeting process. Consideration is being given to a range of options including lighting installations, celebration of the end of the Transforming Jetty Road project, and/or smaller activities involving trader engagement and external stakeholders.

It is noted that the JRMC has set aside funding in their draft 2026-27 budget for a winter activation on the proviso this is co-funded by Council.

#### ***Upcoming events***

The following key events are in Council's forward calendar for the Glenelg area in the coming months and are based on information provided by organisers:

Event Name	Location	Date
MG Car Club SA Vehicle Display	Wigley Reserve	1 February 2026
Pitch Karaoke	Chapel Plaza	7-8 February 2026
Brazilian Street Carnival - Bloco do Segura Rápido	Jimmy Melrose Park	7 February 2026

Event Name	Location	Date
Corvettes Rock the Bay	Wigley Reserve	8 February 2026
Asia Street Food Festival by the Sea	Jimmy Melrose Park	12-22 February 2026
All Japan Day *	Wigley Reserve	22 February 2026
Fringe Foreshore Fridays	Jimmy Melrose Park	27 February 2026
Monaro Club Display Day	Wigley Reserve	1 March 2026
SummerSalt Beach Concert – Ocean Alley	Glenelg Beach	21 March 2026
Jetty Road Easter Egg Hunt	Jimmy Melrose Park	28-29 March 2026

\* note this will be the last event for this club therefore attendance is expected to be high (up to 10,000)

## Budget

Allocations for identified events are included in the 2025-26 JRMC 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:** Team Leader, Events

**General Manager:** Strategy and Corporate, Mr A Filipi

**Item No:** 8.3

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

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## **Summary**

This report provides an update on the marketing initiatives undertaken by the Jetty Road Mainstreet Committee (JRMC) aligned to the adopted 2025-26 Marketing Plan.

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## **Recommendation**

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

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## **Background**

Council's Administration oversees the implementation of marketing initiatives on behalf of the Jetty Road Mainstreet Committee (JRMC).

## **Report**

### ***Marketing - SOCIETY***

During Phase One (August–December 2025), SOCIETY delivered an integrated marketing program to support Jetty Road Glenelg through the precinct's redevelopment, with a strong focus on strengthening the area's identity as a premier coastal lifestyle destination. This included developing an 18-month marketing strategy, undertaking trader engagement, and coordinating earned, owned, shared and paid activity across the precinct.

Key activations included the Styling Session, Jetty Jinglers Christmas activation and seasonal paid campaigns for Black Friday and Christmas which were implemented across radio, digital, social and out-of-home channels.

*Refer Attachment 1*

### ***Social Media***

#### *Instagram – November 2025*

November was a positive month for Jetty Road's Instagram account with very strong growth across key metrics, reflecting heightened interest and engagement from both new and existing audiences. Highlights include 528 new page followers, 41.5K accounts reached and 352.3K page views.

The top-performing post by reach this month was a carousel post informing the community of the free parking facilities on Partridge Street. It reached 16,141 accounts, recording 259 likes and 173 shares, reflecting a positive reaction to Council initiatives in supporting traders and bringing people to the precinct despite the Transforming Jetty Road project construction.

Highlights include:

- 528 new page followers
- 41.5k account reached
- 352k views
- 4.2k interactions
- 6 reels posted in November recorded a total of 118,053 views
- 210 stories were shared in November.

*Instagram – December 2025*

December was another positive month for Jetty Road socials. Audience growth remained healthy with 199 new followers, indicating content is reaching and converting new people.

Reach increased to 43,767 accounts (4.8%), while total views hit 453,158 - proof that our content is resonating with larger audiences outside our following.

The account had 6,891 interactions, up 63.1% on the previous period, suggesting posts and reels are resonating more strongly and prompting actions beyond passive viewing.

Sharing behaviour was a major driver: 1,382 total shares across posts and reels, broken down into 880 shares on posts and 502 shares on reels. With all the announcement posts and event posts that went out in December, we saw an increase in shares.

Highlights include:

- 199 new page followers
- 43.7k account reached
- 453k views
- 6.8k interactions
- 5 reels posted in December
- 380 stories shared in December

*Facebook – November 2025*

In November, Jetty Road's Facebook page experienced strong growth across key metrics, recording an increase of 1,028 new followers and achieved 749.4K page views.

As a snapshot insight into performance, the top performing post this month was a carousel post about the Glenelg Ice Cream Festival. This post recorded 101,785 views and 526 interactions.

Overall, it is clear that content highlighting community events resonated strongly with the Facebook audience this month. The variety of other posts also performed well in terms of views and interactions, contributing positively to the month's overall analytics and engagement.

Highlights include:

- 1,028 new page followers
- 10.9k visits
- 749.4k views
- 4.9k interactions

#### *Facebook – December 2025*

In December, Jetty Road's Facebook page experienced strong growth across key metrics, recording an increase of 664 new followers and achieved 962,497 page views.

As a snapshot insight into performance, the top performing posts this month was Momo's pancake reel, Glenelg summer markets, New Year's Eve fireworks, and a roadworks update.

Overall, it is clear that content highlighting community and events resonated strongly with the Facebook audience this month. The variety of other posts also performed well in terms of views and interactions, contributing positively to the month's overall analytics and engagement.

Highlights include:

- 664 new page followers
- 9,312 visits
- 962,497 views
- 6,434 interactions

*Refer Attachment 2*

#### *Consumer Newsletter*

Newsletters are sent out monthly, and this has been consistent since August 2025 with the increased involvement of Council's Communications and Engagement team.

##### November newsletter

**Delivered to:** 7,587 recipients

**Subject line:** Cirque Alice star leads Glenelg's Christmas celebrations | Free photos with Santa

**Total opens:** 1,599 (21%)

**Clicks per unique opens:** 22.9%

**Most clicked:** Cirque Alice performer to star at Glenelg's Christmas celebrations (133 clicks)

##### December newsletter

**Delivered to:** 7,541 recipients

**Subject line:** A festive summer on Jetty Road, Glenelg 

**Total opens:** 1,621 (21.4%)

**Clicks per unique opens:** 15%

**Most clicked:** Gelato Messina arrives at Jetty Road, Glenelg! (44 clicks)

### *Jetty Road website*

In November 2025, the Jetty Road Glenelg website received 23,449 page views. Visitors spent an average of 13 seconds per session, with 1.5 pages per session. The website attracted 12,829 new users during November. The most popular page in November was the New Years Eve Fireworks.

In December 2025, the Jetty Road Glenelg website received the highest amount of monthly page views for the year at 34,501, with the site remaining a key digital platform for promoting the precinct's businesses, events, and latest news. Visitors spent an average of 18 seconds per session, with 1.4 pages per session. The website attracted 19,459 new users during November. The most popular page in December was the New Years Eve Fireworks, attracting 10,748 views.

*Refer Attachment 3*

### **Budget**

The JRMC has allocated \$555,000, incorporating professional services and employee costs, towards implementing the 2025-26 Marketing Plan.

### **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:** Manager, Communications and Engagement

**General Manager:** Strategy and Corporate, Mr A Filipi

# Attachment 1

SOCIETY

# SOCIETY x Jetty Road

Phase One: August 2025 - December 2025

January 2026

JETTY RD  
GLENELG

# SOCIETY Phase One Overview

## The Task Ahead

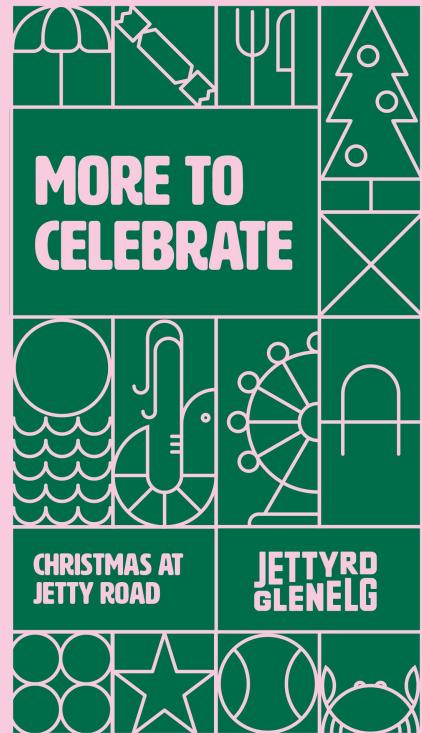
SOCIETY was engaged by Jetty Road in August 2025. The first piece of work involved developing the overarching strategy and creating an 18-month marketing plan for the precinct – covering earned, owned, shared and paid media, as well as support for council events and activations.

Once developed, this marketing plan segmented activity into Phase One (during tram construction) and Phase Two (2026 onwards).

Phase One's objectives were to focus on short term goals during the precinct redevelopment: **people, values and community character**, while contributing to the holistic goal of strengthening Jetty Road's role as South Australia's premier coastal lifestyle precinct.

## Your Objectives

- *Evolve Jetty Road beyond a 'shopping strip', positioning the precinct as a lifestyle destination.*
- *Grow economic contribution, attract investment and deliver a unified and authentic experience for visitors and locals.*
- *Build Jetty Road's brand and sustain visitation during redevelopment.*



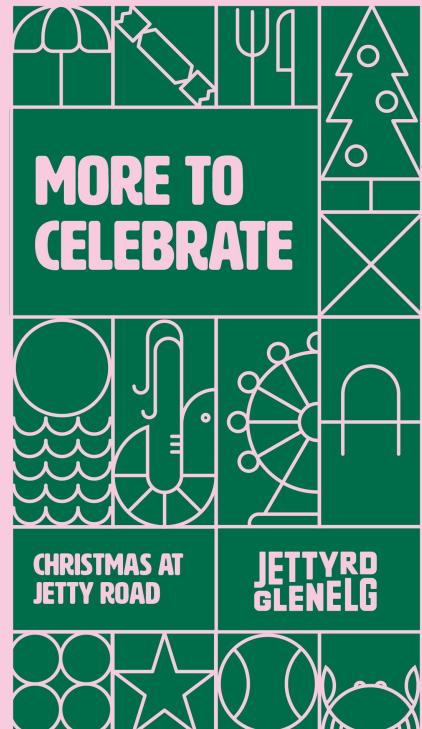
# SOCIETY Phase One Overview

## EARNED/STRATEGY WORK

- Onboarded Jetty Road as a client, running Council through an immersion session and SOCIETY's Ways of Working
- Developed trader contact database and targeted media lists for future outreach
- August trader survey, trader phone calls and attendance at 3x JRMC meetings
- Marketing plan creation and presentation to JRMC
- Styling Session activation
- Fashion boutique social content with Lauren Dilena
- Jetty Jinglers activation
- SAFM voucher giveaway competition
- December/January trader survey

## PAID

- Executed key seasonal campaigns across social media, digital advertising, radio, precinct signage and digital out of home (bus shelters/street furniture)
  - *Black Friday: 17-28 November*
  - *Christmas: 1-25 December*
- Ideating the overall paid campaign strategy, media planning/buying, creative concept, copywriting, design, animation and implementation of social media advertising – alongside collaborating with partner agencies to manage media spend and placements



# Phase One - Earned Results

**71**

PIECES OF  
COVERAGE

**779.5k**

POTENTIAL  
AUDIENCE  
REACH

SENTIMENT **100%** POSITIVE

**7**

IN-PERSON  
PRECINCT VISITS

**2**

TRADER  
SURVEYS

# Styling Sessions

## Purpose

- Strengthen Jetty Road's position as a premier coastal lifestyle precinct by promoting the fashion boutique offerings available.
- Raise awareness and consideration of Jetty Road boutiques in shopper minds as a fashion destination for Christmas and summer wardrobe purchases.
- Conduct a micro-activation in a test and learn environment to understand interest and proof of concept.
- Evolve Jetty Road beyond a 'shopping strip' by combining fashion boutiques with a hospitality venue, demonstrating the multiple touch points within reach on the precinct.

## Outcome

- Successful collaboration with an established South Australian fashion creator whose audience received four dedicated Jetty Road posts tagging specific traders and showcasing items. 100% registration uptake within 48 hours of the event going live.
- 53 attendees brought to the precinct on a typically quieter weeknight, directly exposed to available boutiques and experiencing a Jetty Road hospitality venue.
- Strengthened face-to-face time with traders to increase positive engagement with the event and have future proof points for 2026 activations.
- Designed assets for promoting the event including organic social media tiles, event webpage banner and printed event signage to welcome attendees.



# Styling Sessions – Results

**36**

PIECES OF  
SOCIAL  
COVERAGE

**406.1k**

POTENTIAL  
AUDIENCE  
REACH

SENTIMENT **100%** POSITIVE

**\$0.017**

CPR  
(cost per reach)

**13**

TRADERS  
SHOWCASED

**53**

EVENT  
ATTENDEES

# Christmas - Jetty Jinglers

## Purpose

- Performers Sara Phillips and Nia Bronte sang a set list of popular Christmas hits on two of the busiest Saturday's before Christmas (13th and 20th December), providing festive atmosphere and cheer to shoppers and visitors along the Jetty Road precinct.

## Outcome

- Jetty Jinglers Media Release went to local media, resulting in an interview on FIVEaa with Matthew Pantelis where the Jinglers were interviewed about the activity and performed three songs live.
- Taking on board feedback from the JRMC, SOCIETY designed and printed dedicated T-shirts for the performers to wear, to ensure visitors to the precinct could identify the Jinglers as a precinct-arranged activity.
- SOCIETY collaborated with social agency Say Cheese, with SOCIETY attending and directing a content shoot for social media with the Jinglers, for 2 x Jetty Road social posts to promote the activity.



# Christmas – SAFM Competition

## Purpose

- To promote visitation to the precinct via a radio competition with large listenership and reach amongst target visitor audience to the Jetty Road precinct. A good alignment with Bel Sloane living in the Brighton area.
- To promote positive messaging around the reopening of the precinct and encourage spend amongst visitors.
- To encourage listeners to reminisce on their favourite Jetty Road spots and memories.

## Outcome

- Two-week radio giveaway competition on SAFM's breakfast show with Bel and Bernie beginning w/c 1st December.
- One caller per show won a \$200 Jetty Road voucher to be spent at a Jetty Road outlet, venue or experience of their choice.
- 26 station credit reads delivered across Breakfast, Morning and Afternoon shows from Monday to Friday (2nd – 12th December).
- All vouchers collected by winners pre-Christmas.
- The use of universal vouchers as prizes encouraged spend at a range of venues or traders and positioned winners for additional spend during their visit to Jetty Road.



# Christmas - Results

**35**

PIECES OF  
COVERAGE

**373k**

POTENTIAL  
AUDIENCE  
REACH

SENTIMENT **100%** POSITIVE

**\$0.009**

SAFM ACTIVITY  
CPR  
(cost per reach)

**6**

ADDED VALUE  
RADIO READS

**\$7.2k**

EQUIVALENT  
AIRTIME VALUE

# Paid Campaigns

## Purpose

- To drive precinct visitation during ongoing roadworks and key seasonal periods.
- To increase brand awareness of Jetty Road, building on the existing messaging around 'more to love.'
- Utilise key shopping periods such as Black Friday and Christmas to tailor campaign visuals in line with brand guidelines and increase visitation numbers.

## Outcome

- Two seasonal integrated campaigns running across Black Friday and Christmas seasonal periods, promoting Jetty Road as a place to visit for locals and visitors alike.
- Cohesive messaging across each channel to reinforce the brand recognition power and experience.
- In social and digital advertising, the Black Friday campaign efficiently captured high-intent users with strong shopping intent, performing well over a concentrated period. In contrast, the Christmas campaign reached a broader audience due to increased seasonal interest in gifting and festive activities, resulting in higher overall traffic and landing page views.



# Paid – Black Friday

- Campaign ran 17–28 November
- SOCIETY designed and dispatched creative for out of home, Council assets, social media + digital advertising
- Writing and production of radio ad scripts
- Implemented paid social and digital plans to drive awareness and increase reach
- Media planning + buying

**Number of ads placed:**

13 OOH | 44 radio | 3971 social media/digital impressions | 5 council screens | 32 council print

**Locations:**

11 Adelaide CBD + 1 North Adelaide + 1 Glenelg

**Rationale:**

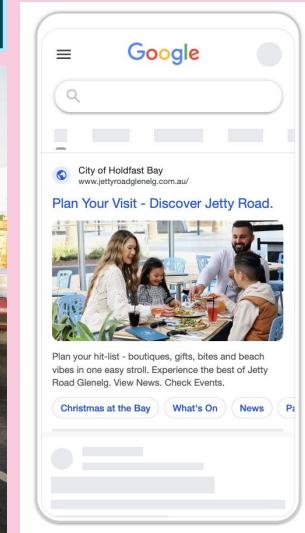
It was important to reach people moving around the city to inspire them to visit the Jetty Road precinct so OOH ads were placed across the CBD and in Glenelg.

For radio, SAFM and the Triple M Network were selected for listenership amongst target audiences – with 54.9% of all 25–54 year olds (580,600 people) in Adelaide hearing the campaign an average of 6.1 times across the campaign period.

For social and digital, the Black Friday campaign targeted users across Adelaide using broad match keywords to capture shopping-related search demand.



# Black Friday Creative



# Paid – Christmas

- Campaign ran 1-25 December
- SOCIETY developed and dispatched creative for out of home, Council assets, social media + digital advertising
- Writing and production of radio ad scripts
- Specific paid social and digital plan for Christmas at the Bay event
- Media planning + buying

**Number of ads placed:**

13 OOH | 61 radio | 4984 social media/digital impressions | 5 council screens | 12 council print

**Locations:**

11 Adelaide CBD + 1 North Adelaide + 1 Glenelg

**Rationale:**

It was important to reach people moving around the city to inspire them to visit the Jetty Road precinct so OOH ads were placed across the CBD and in Glenelg.

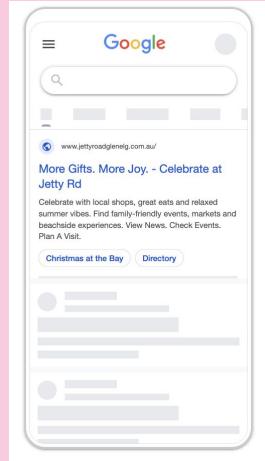
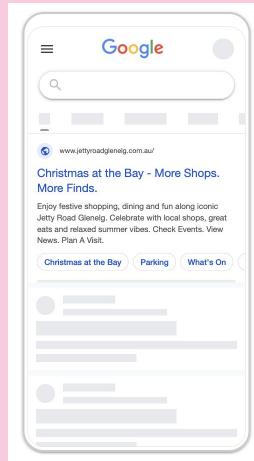
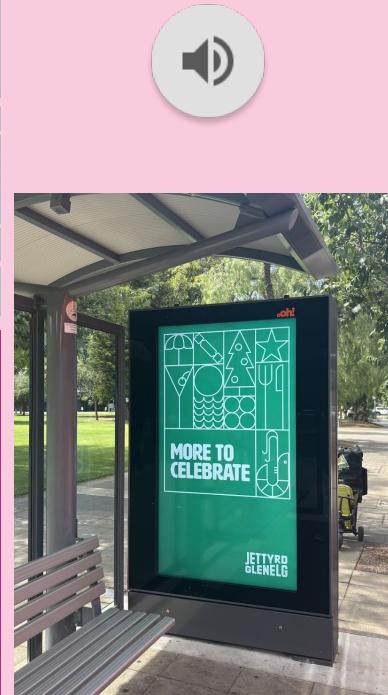
For radio, SAFM and the Triple M Network were selected for listenership amongst target audiences – with 54.9% of all 25-54 year olds (580,600 people) in Adelaide hearing the campaign an average of 6.1 times across the campaign period.

For social and digital, the Christmas campaigns used broad match keywords aligned with Christmas and gifting intent. For Christmas At The Bay, ads were focused on targeting people within the City of Holdfast Bay, before ad copy and sitelinks were updated to reflect seasonal messaging, highlighting content such as What's On, Directory, Christmas at the Bay, and Parking, positioning Jetty Road Glenelg as an easy, all-in-one destination for shopping, dining, and festive events – targeting people across South Australia.



# Christmas Creative

JETTYRD  
GLENELG



# Paid - Results

## RADIO

**105**  
radio ad spots

**580,600**  
Adelaide listeners heard the ads an average of 6.1 times

**20,000**  
additional reach through streaming + podcasting

## SOCIAL + DIGITAL

**8,955**  
impressions

**1,313**  
clicks

**3,116**  
landing page views

## OUT OF HOME

**26**  
panels used across two campaigns

**39.4%**  
of demographic reached during the campaign period

**359h 37m**  
total duration

## COUNCIL ASSETS

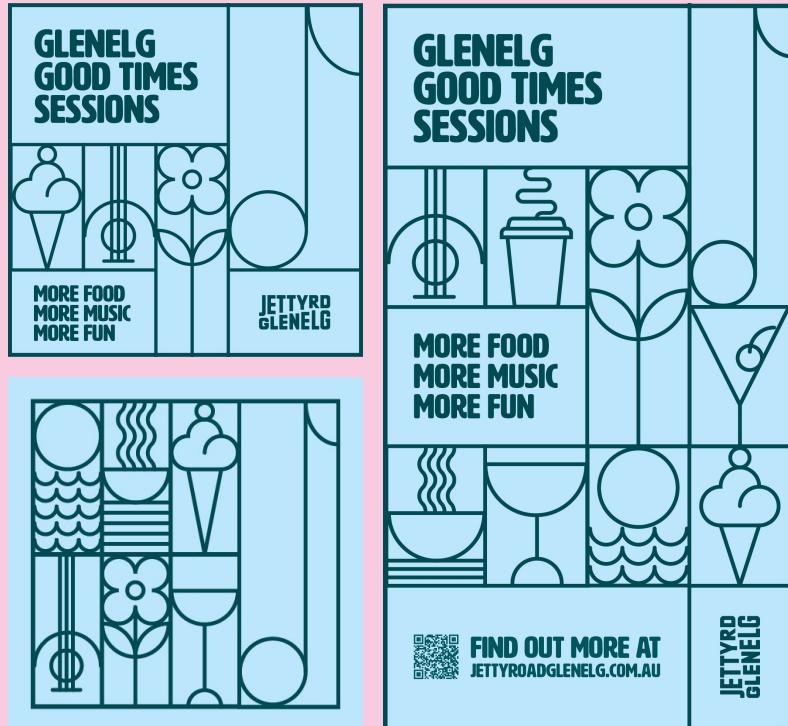
**44 printed assets**  
Entry statement corflutes  
Bin corflutes  
Pole wrap corflutes

**10 screens**  
Town Hall + Library  
Bus + Tram Shelter  
Brighton Oval

# Additional – Good Times Sessions

## Activity

- Supported Council with mini winter activation series Good Times Sessions
- Ideated activation name
- Designed + delivered owned assets to promote the event series, including organic social posts, printed council assets (corflutes) and digital assets for use on the What's On webpage and council screens
- Utilised existing branding and 'more to love' messaging



# Evaluation & Learnings

## What worked?

- Visiting the Jetty Road precinct in-person allowed for SOCIETY to develop relationships with traders, via social content filming for the Styling Session event or the JRMC meetings. This invaluable face-to-face time allowed for JRMC committee members to provide actionable, real-time feedback to SOCIETY and generate a collaborative atmosphere.
- Ideating a free event (Styling Session), which sold out capacity within days of going live, demonstrated the appetite amongst precinct-visitors and locals for similar events, and offered an opportunity to directly showcase trader wares. Hosting the event at a Jetty Road hospitality venue also expanded the type of traders showcased to not only fashion and lifestyle boutiques but food and beverage venues.
- Regular collaboration and communication with Say Cheese allowed for an integrated approach to PR and socials, where SOCIETY precinct activity could be amplified through Say Cheese's content on Jetty Road social media channels, providing a consistent look and feel for followers.
- The use of a universal gift card in the SAFM Friendmas giveaway allowed for winners to spend at a trader, venue or location of their choice on Jetty Road and didn't limit promotion to one category of traders.
- Connecting with existing suppliers for paid media campaigns enabled a smooth transition for creative – they were already familiar with the brand tone of voice and previous locations that had worked well to reach the target audience.
- Branding – the brand guidelines are very thorough and comprehensive, making the design process smooth and efficient.
- Ad placements well received along with the creative messaging – during a tricky period with ongoing roadworks, there was a positive response to the campaign creative.

# Evaluation & Learnings

## How can we do better?

- Jetty Road activity could be further amplified through increased engagement with influencers, key opinion leaders and media such as gifting packs, voucher send outs or working on paid content campaigns. An example of where this could be utilised is providing SOCIETY with a list of upcoming openings on the precinct head of time, for press release send out and accompanying gifting to be prepared, generating further positivity and brand awareness of the precinct.
- An area for improvement for Phase Two would be increased trader engagement, whether that be through the trader newsletter, Facebook group, online surveys or email communications. SOCIETY would love to collaborate with Council on ensuring the trader email database is fully up to date to allow for all traders to receive Expression of Interest emails or other news on proactive PR activity.
- For the success of future campaigns, activations or events, longer lead times to allow for the planning of these activities could ensure more consultation with traders and the JRMC, and the broadening of event scopes. Longer planning times for campaigns would also allow more time for media pitching to continue to amplify precinct news and drive awareness.
- A notable challenge for social and digital advertising during the Christmas campaign was a temporary URL issue. For future campaigns, pre-verifying seasonal landing pages for Google Ads approval will help avoid disapproval or delivery delays. Where possible, build dedicated seasonal landing pages (particularly for high-intent moments like Black Friday and Christmas) to reduce friction and keep users tightly aligned to the promotion, which can improve engagement and conversion efficiency.
- For social and digital advertising, expanding keyword variations to capture more Christmas and gifting-related searches can improve targeting relevance, while strategic use of sitelinks will ensure high-priority pages, including seasonal content, are easily accessible to users.
- Improved transparency in communications around council asset costs would have made bookings more efficient with less use of resources on adjusting campaign assets or unforeseen costs.
- Improved forward planning and hierarchy of approvals to keep things moving (especially in terms of project budgets).

SOCIAL

Thank you.

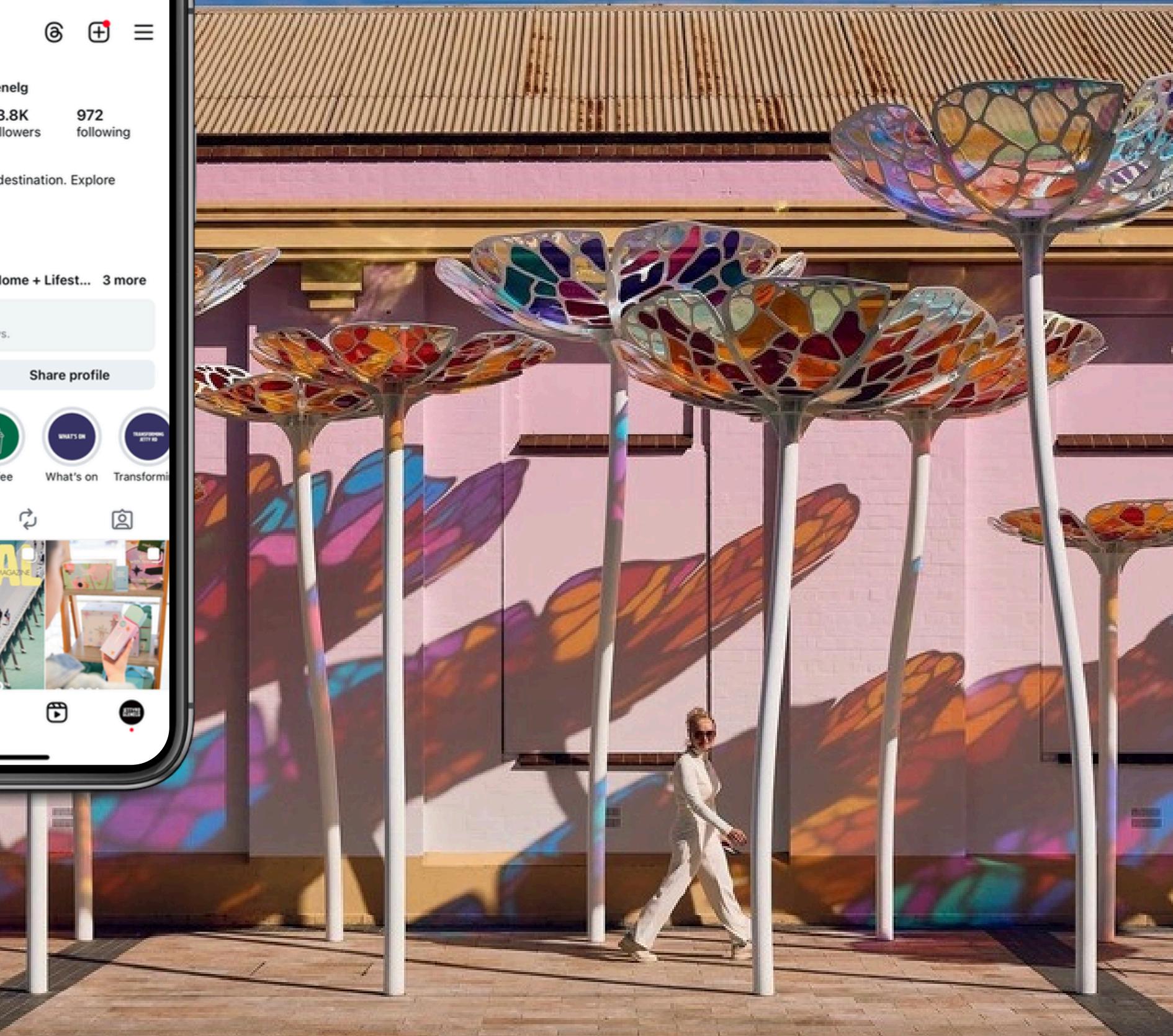
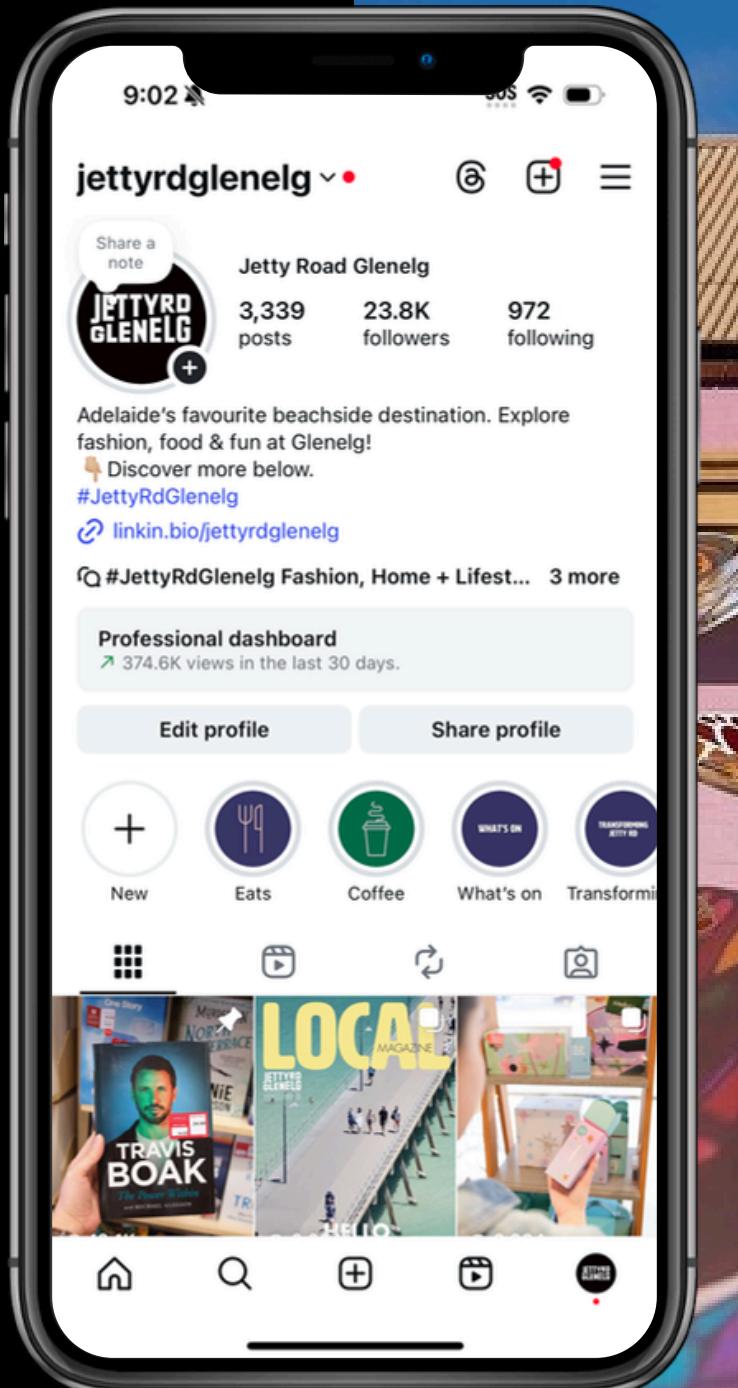
JETTY RD  
GLENELG

# Attachment 2

# Jetty Road, Glenelg x Say Cheese Social

Social Media Management  
Report November, 25

PREPARED BY SAY CHEESE SOCIAL



# Performance Snapshot - Instagram

November was an incredibly positive month for Jetty Road's Instagram account with very strong growth across key metrics, reflecting heightened interest and engagement from both new and existing audiences. Highlights include, **+528** new page followers, **41.5K** accounts reached and **352.3K** page views.

The top-performing post by reach this month was a carousel post informing the community of the free parking facilities on Partridge Street. It reached an impressive 16,141 accounts, recording 259 likes and an incredible 173 shares, reflecting a positive reaction to council initiatives in supporting traders and bringing people to the precinct despite roadworks. This was closely followed by a carousel post reflecting on the popular Glenelg Ice Cream Festival. This post also achieved strong results, with a reach of 5038, 192 likes, and an impressive 28 shares.

**Reels** - We shared 6 reels in November, collectively they recorded **118,053** views.

**Stories** - 210 stories were shared in November with 1 customised story series per week to promote a minimum of three retailers that fit within the theme. Retailers organic content also continued to be reshared to stories as well as user-generated content.



# Performance Overview - Instagram

METRIC	MONTHLY TOTAL	PERFORMANCE
Total Page Followers	23,784	
New Followers	+528	
Accounts Reached	41.5K	+75.1%
Views	352.3K	+29%
Total Profile Visits	2.9K	+76.7%
Total Reach - Organic	39,945	+68.4%
Link Clicks	117	+75.1%
Interactions	4.2K	+62.9%
Shares on posts & reels	655	+444 shares on posts & + 211 shares on reels
Engagement		Profile activity 2886 External link taps 120

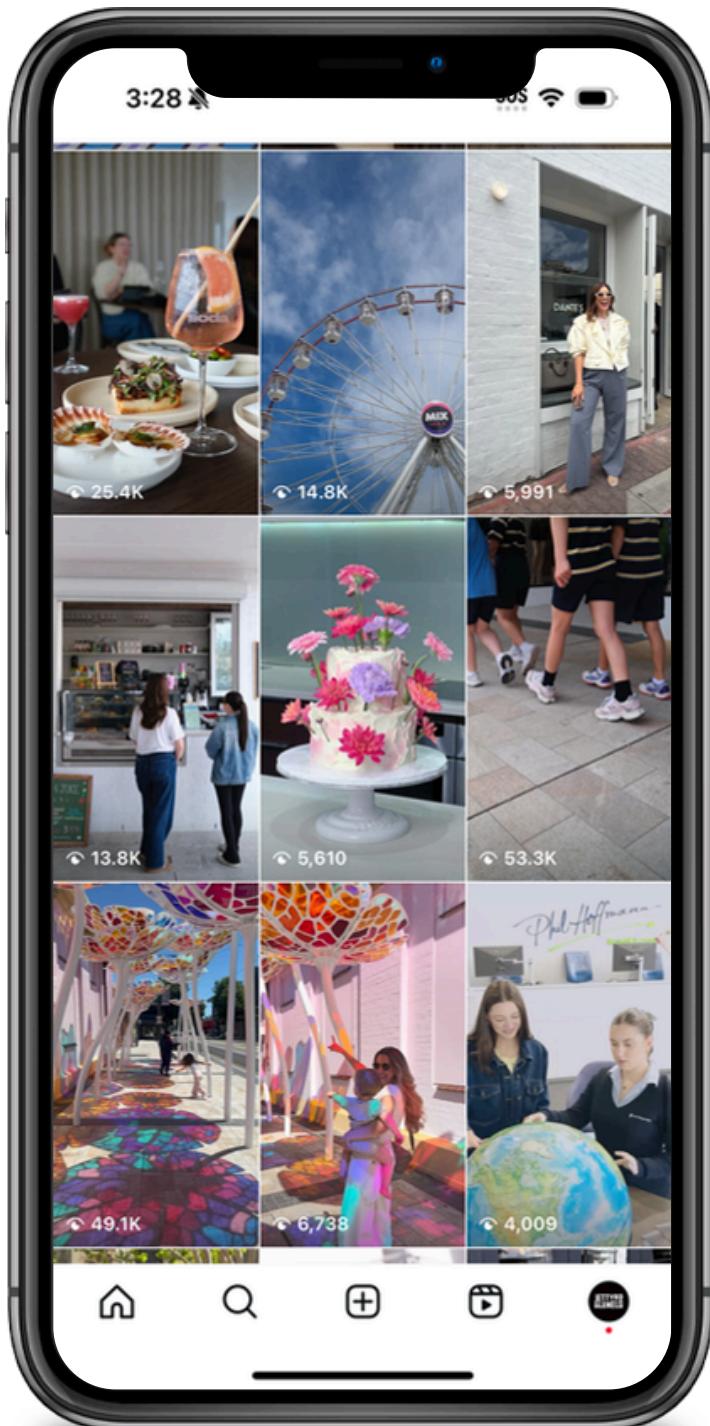
# Top performing posts - Instagram

Post	Engagement Rate	Engagements	Followers	Views	Reach	Likes	Comments	Saves	Shares
 NOV 6, 2025 12:03 PM  Have you heard the news? There's now all-day free...	2.97%	480	23,020	20,421	16,141	259	13	35	173
 NOV 27, 2025 2:00 PM  The countdown is on! Returning in the new year...	4.65%	229	23,760	11,662	5,038	192	2	7	28
 NOV 26, 2025 1:50 PM  @SodaRooftop is officially open! Located at the...	8.79%	348	23,766	6,607	3,961	187	2	19	140
 NOV 28, 2025 2:00 PM  December is packed with fun along Jetty Road,...	0.10%	344	23,762	9,081	3,757	219	4	38	83
 NOV 11, 2025 10:00 AM  Did you know @BottegaGelateria serve...	3.34%	123	23,660	11,718	3,684	90	0	0	13

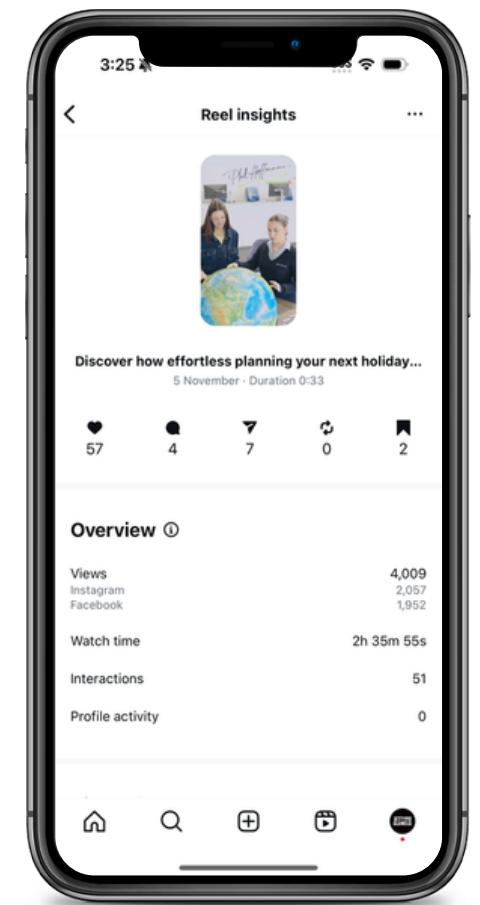
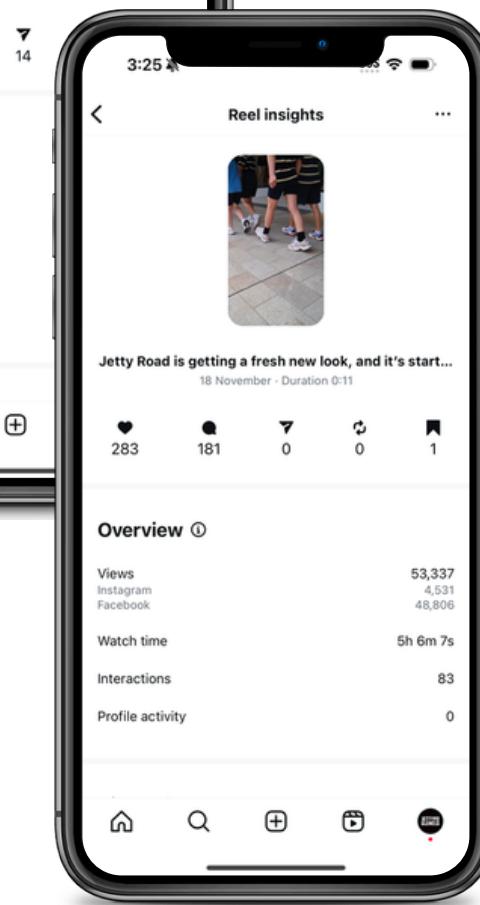
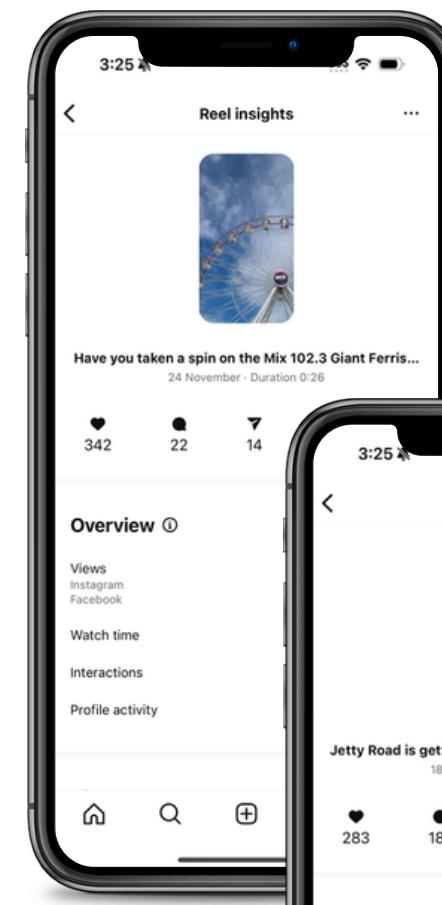
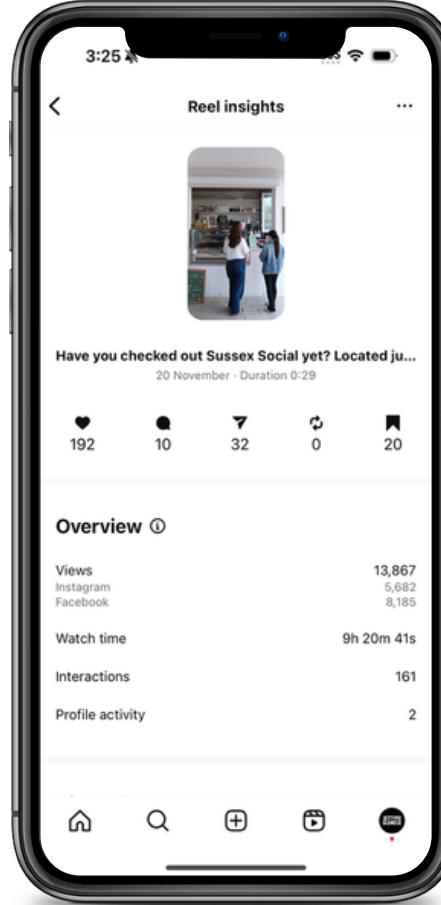
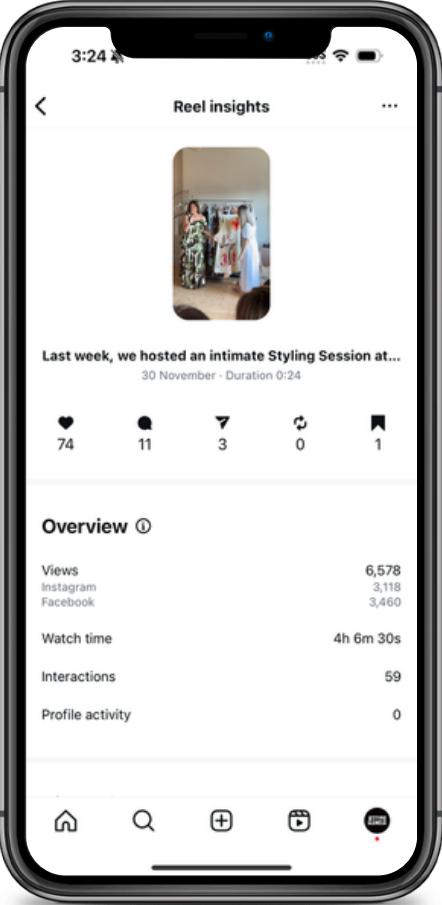
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Informative content performed particularly well overall, serving as a valuable guide for the community and helping to educate visitors about local offerings and roadwork updates. As works continue, continuing to prioritise this style of content will further encourage people to shop locally and engage with the precinct, both online and in person.

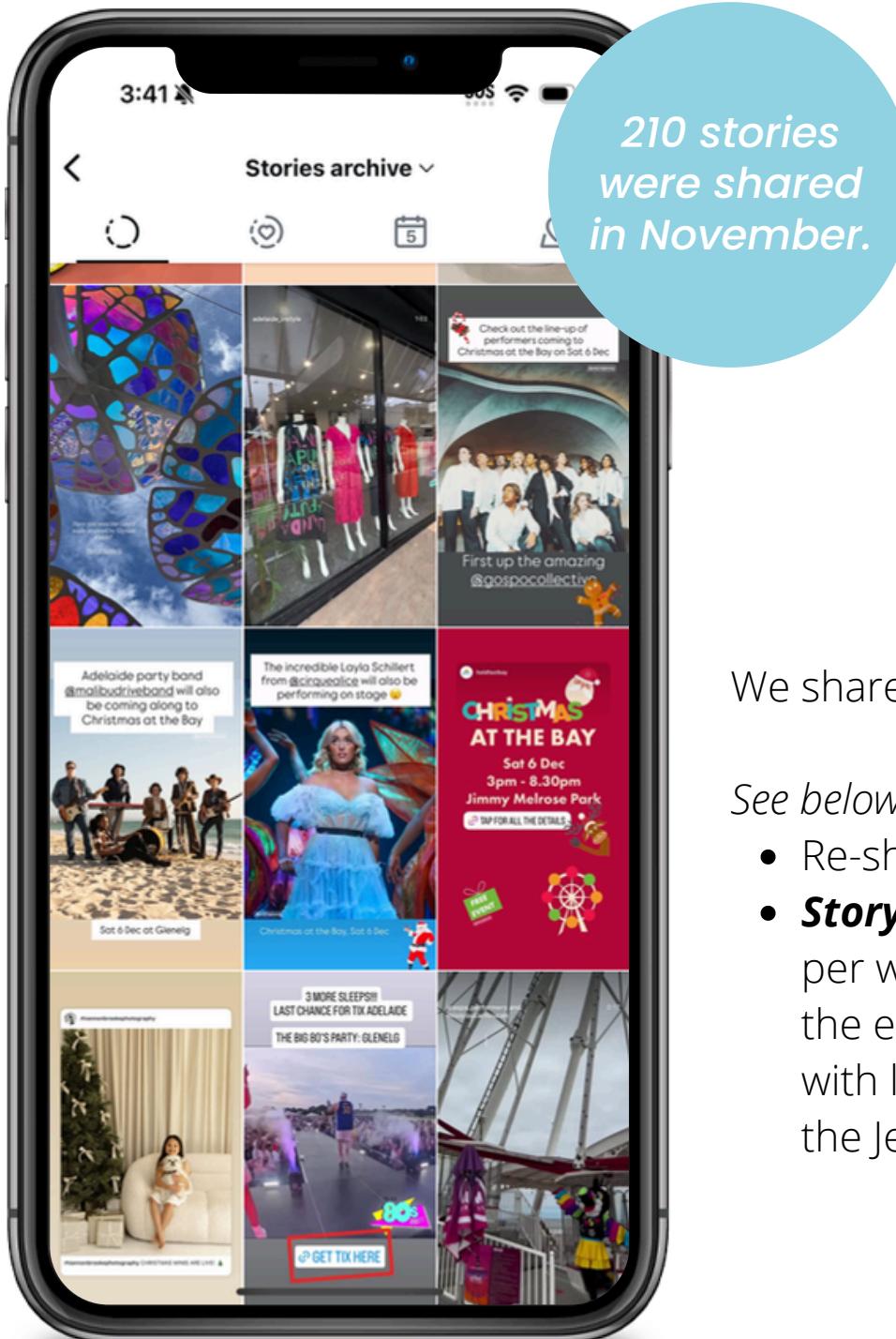
# Reels



We shared 6 reels in November  
which collectively recorded a  
staggering **118,053** views.



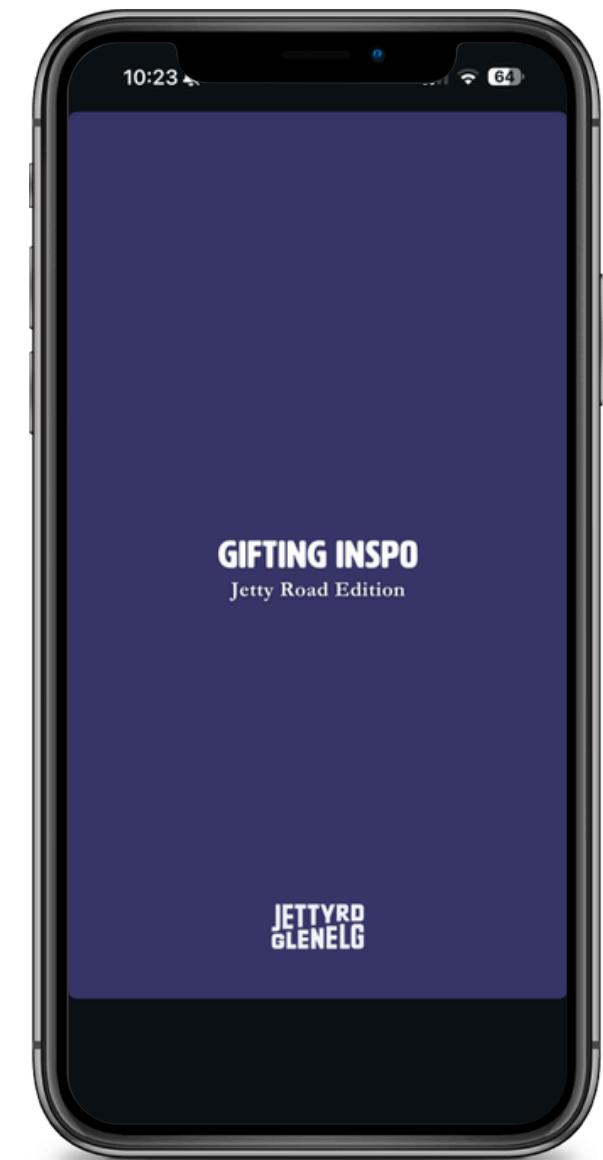
# Stories



We shared 210 stories in November.

See below for highlights:

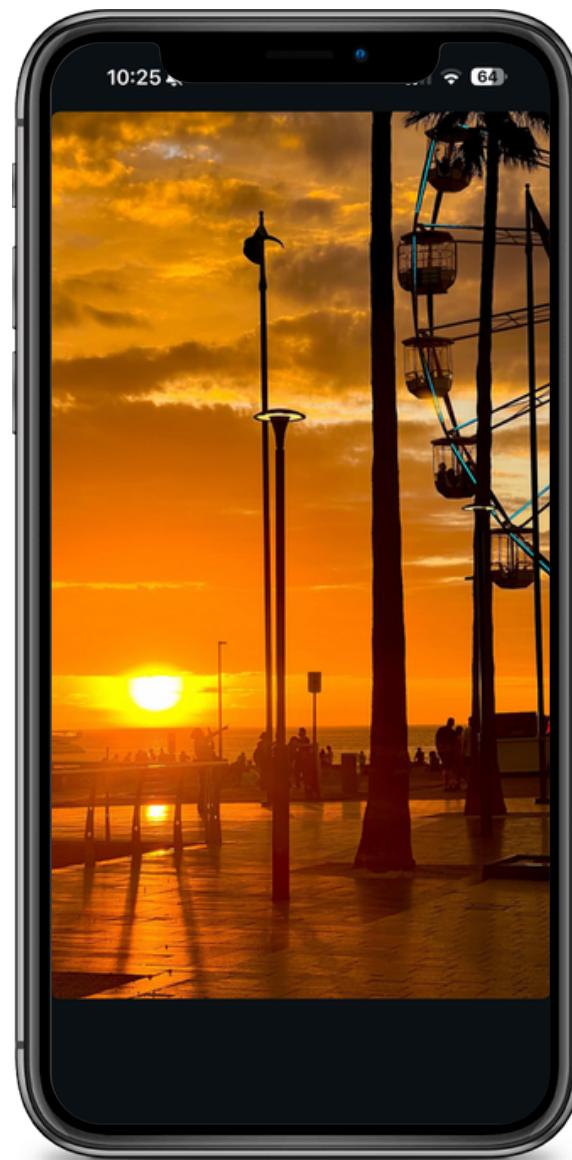
- Re-shared user-generated content
- **Story Series** were posted once per week, the example shown is the end of the customised story with live link to encourage clicks to the Jetty Road website.



Weekly precinct visits: Story series featuring gifting ideas

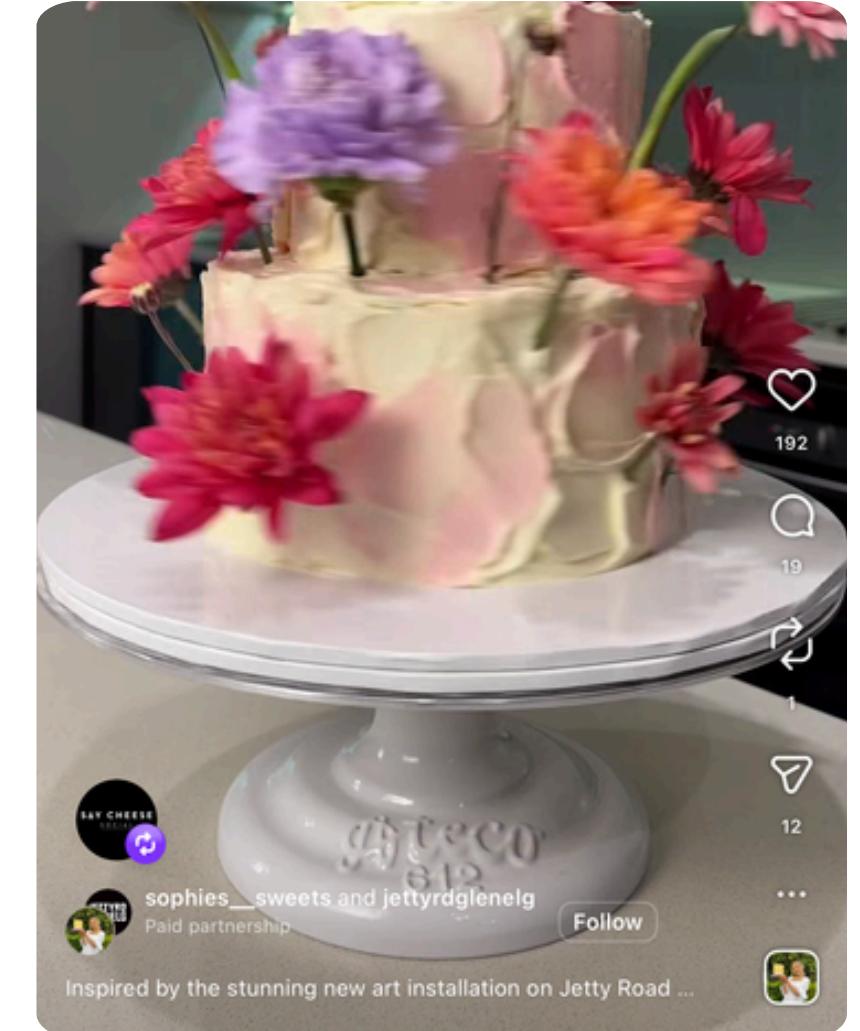
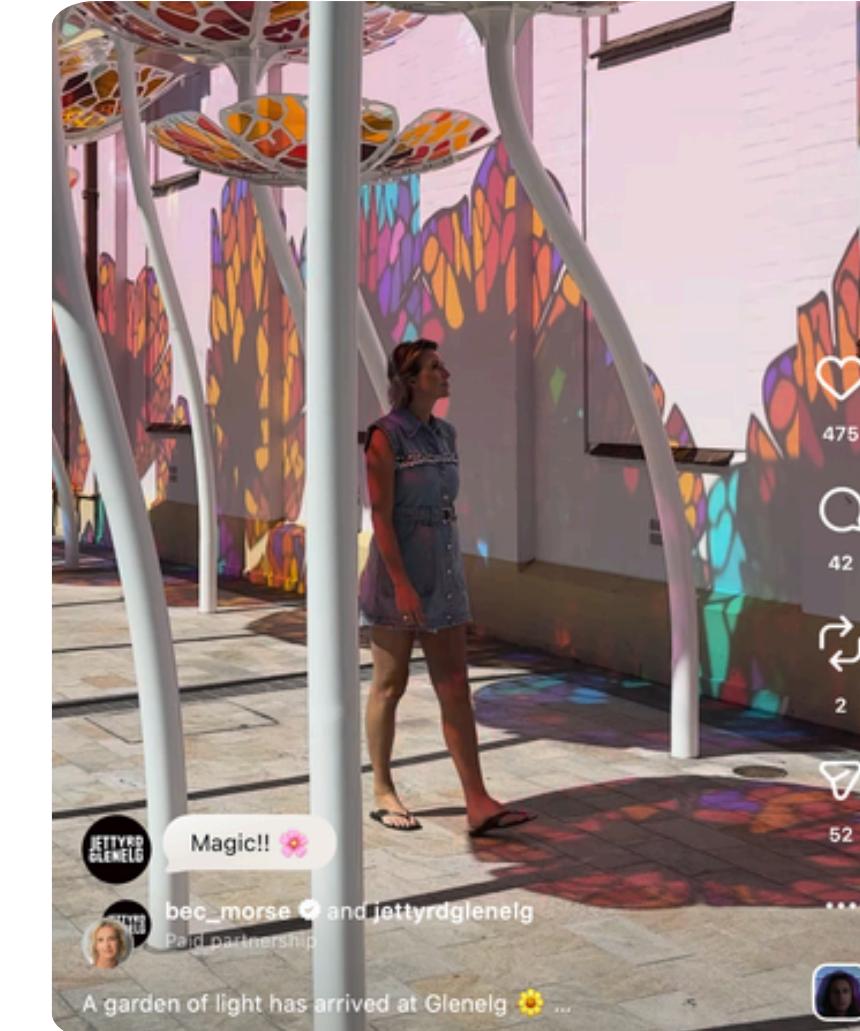
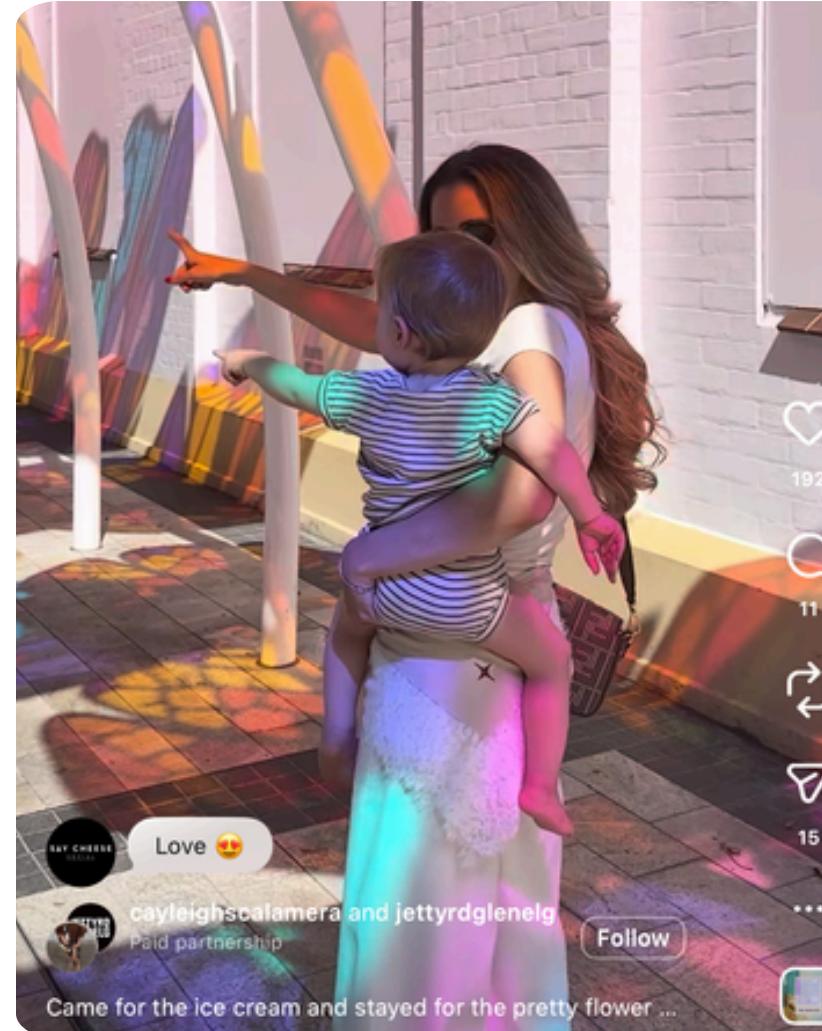
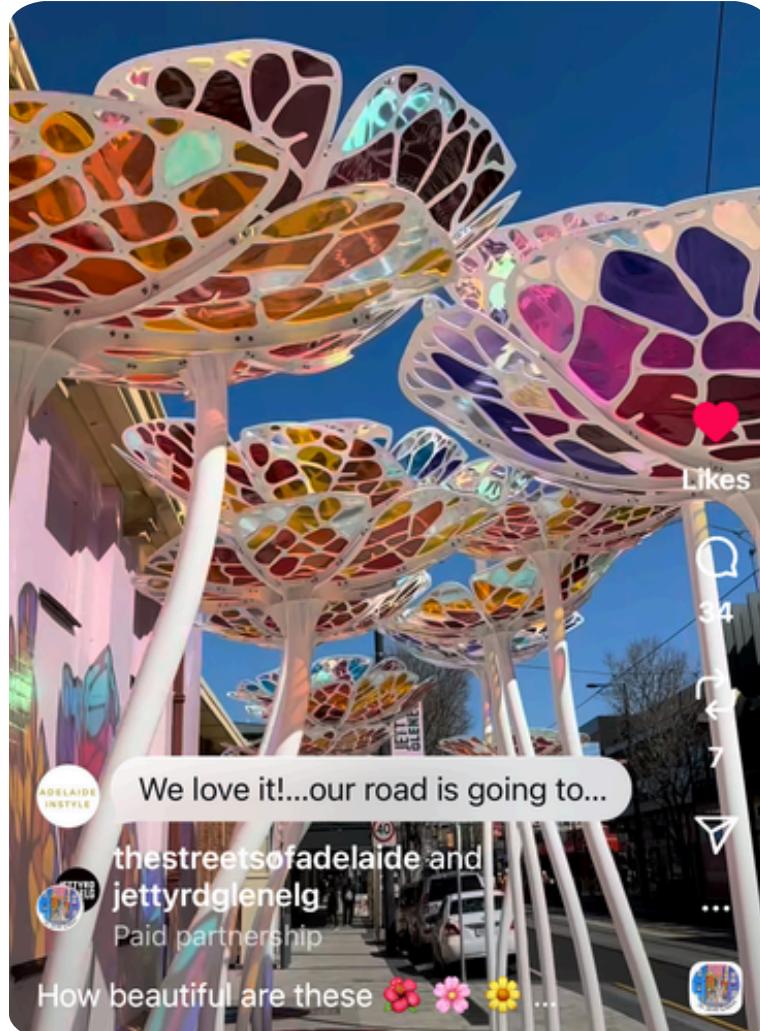


Story series: Gift Guide



User-generated content: reshare

# Elysian Fields Paid Collaboration - Instagram



VIEW	LIKES	SHARES
23,5K	1072	227

VIEW	LIKES	SHARES
6,758	192	15

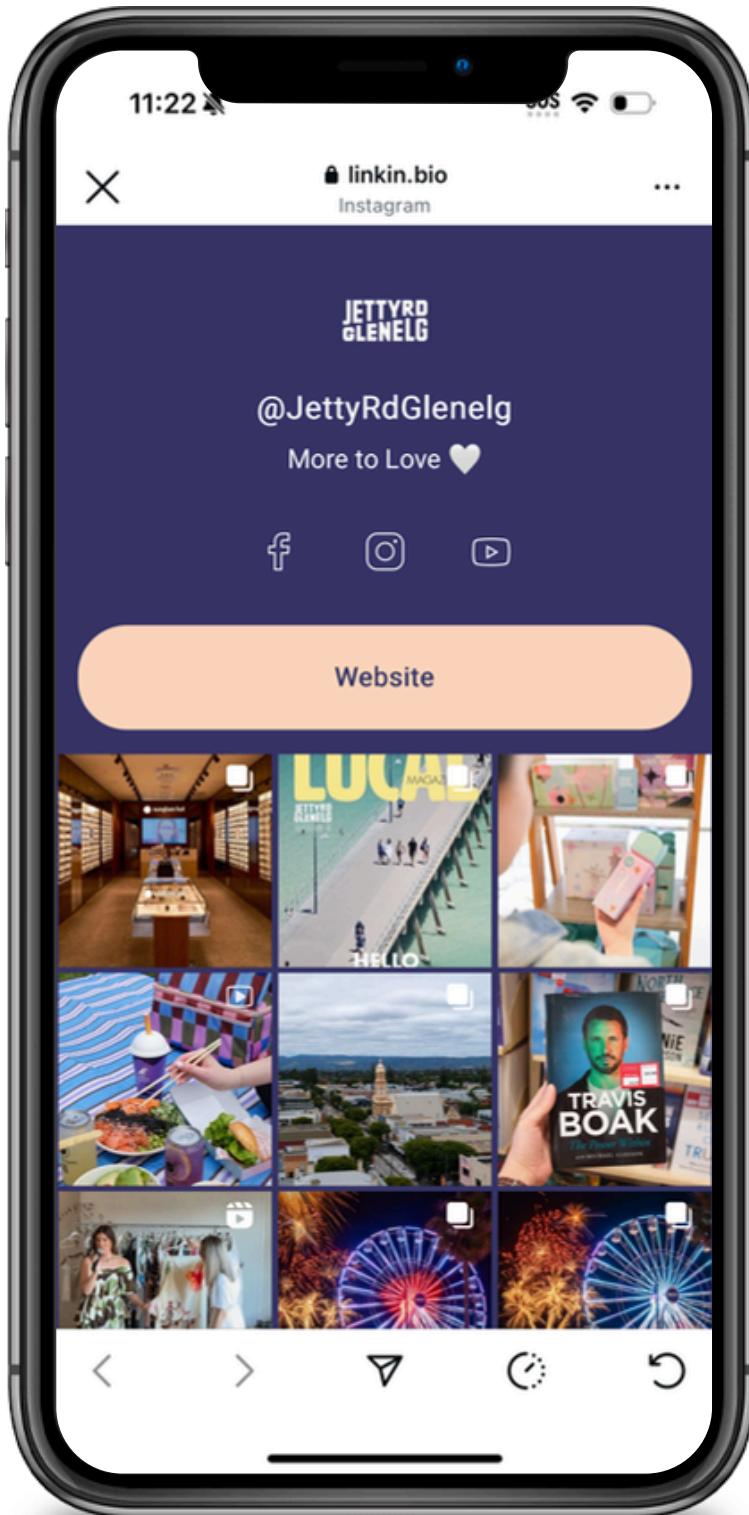
VIEW	LIKES	SHARES
15,000	475	52

VIEW	LIKES	SHARES
5,635	192	12

Throughout October and November, we coordinated a series of paid collaborations to promote Elysian Fields. The objective of these partnerships were to create hype around the art piece, encourage visitation and drive brand awareness. We did this in a few different creative ways including: a lifestyle concept, where to visit and a cake inspired by the piece. Collectively, they had over 50,000 views

These results demonstrate the positive impact of these partnerships and highlight the value of ongoing collaborative promotions for the precinct.

# Link in bio



## Link in Bio (LIB) Overview

- **135 Page Views**
- **83 Button Clicks**
- **28 Post Clicks**

This month, our link in bio metrics generated valuable leads, including 135 page views and 83 button clicks.

Each Instagram post is linked to the LIB - across the 20 posts published this month, there were a total of 26 clicks, demonstrating that our content is effectively engaging the audience and driving traffic to the website.

These results also indicate that the clear calls-to-action (CTAs) within both post copy and stories are successfully encouraging consumers to visit the website for more information and engagement.

# Performance Snapshot - Facebook

In November, Jetty Road's Facebook page experienced exceptionally strong growth across key metrics, recording an increase of **1028** new followers and achieved an incredible result of **749.4K** page views.

As a snapshot insight into performance, the top-performing post this month was a carousel post about the Glenelg Ice Cream festival. This post recorded incredibly impressive analytics with 101,785 views and 526 interactions – a very positive result!

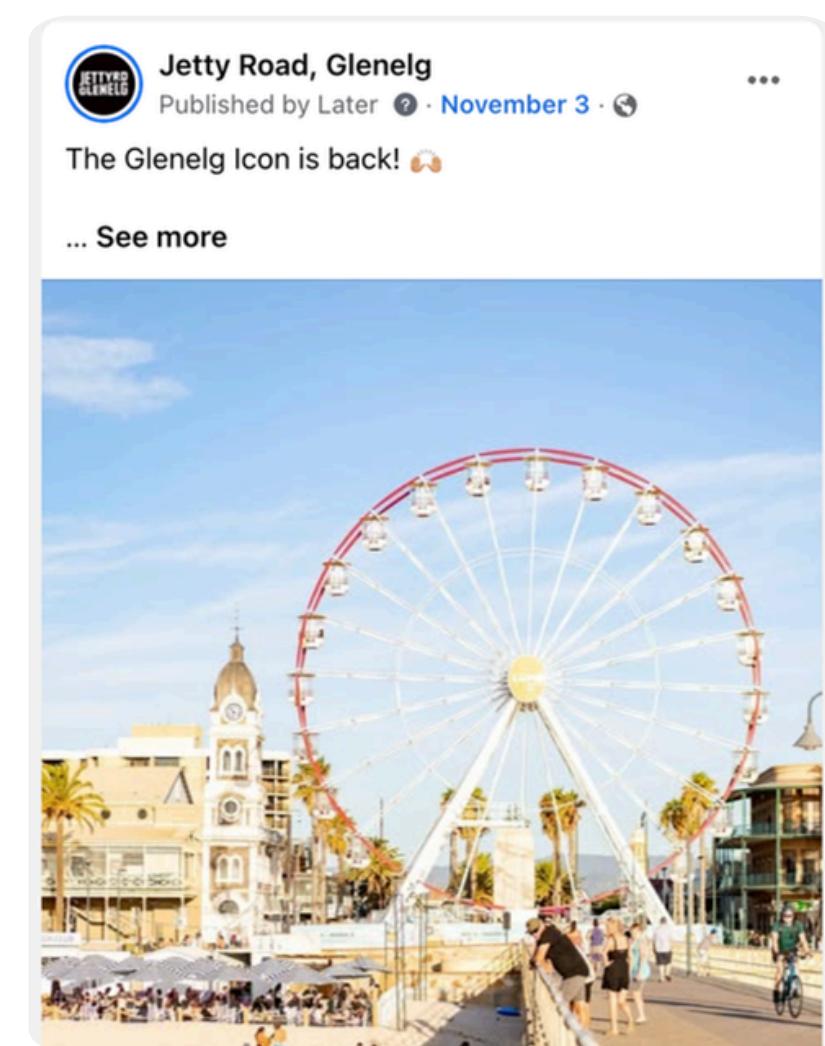
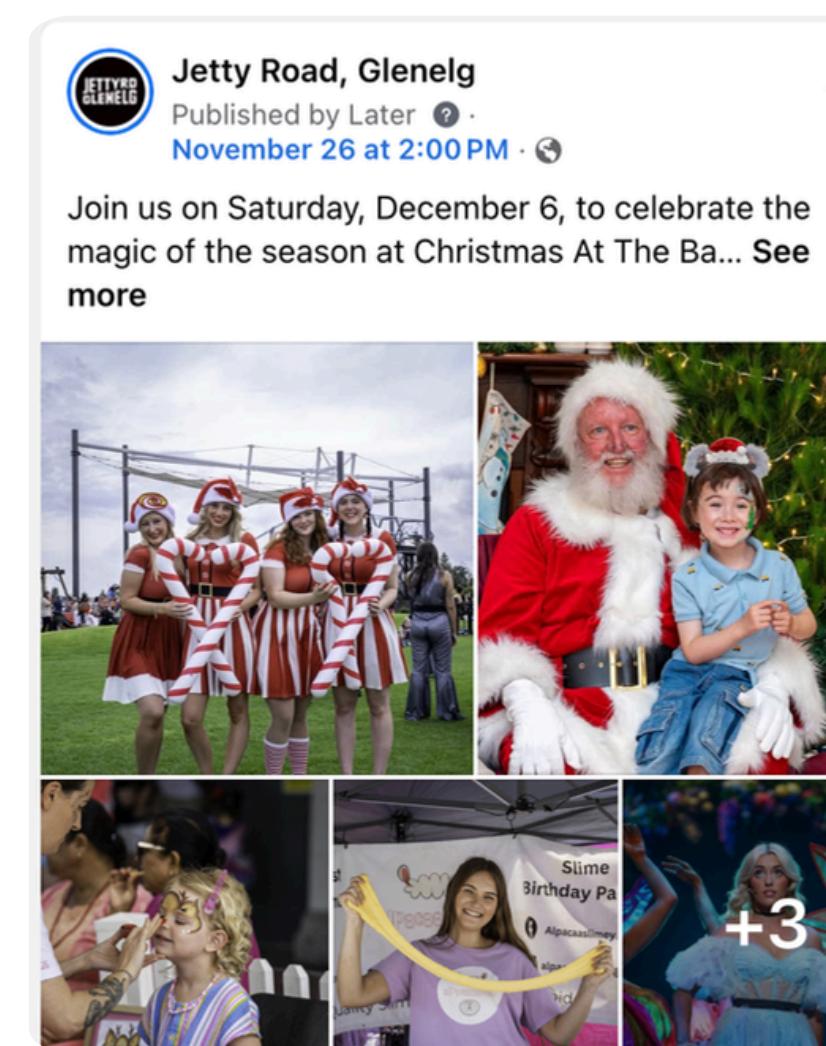
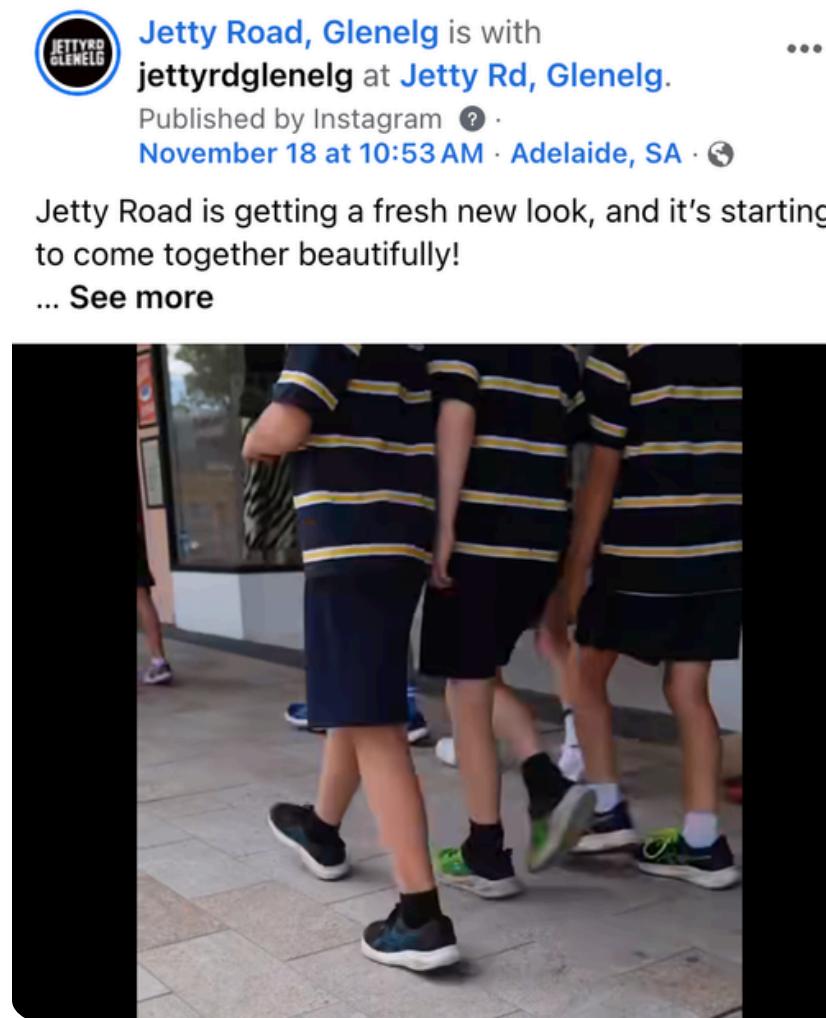
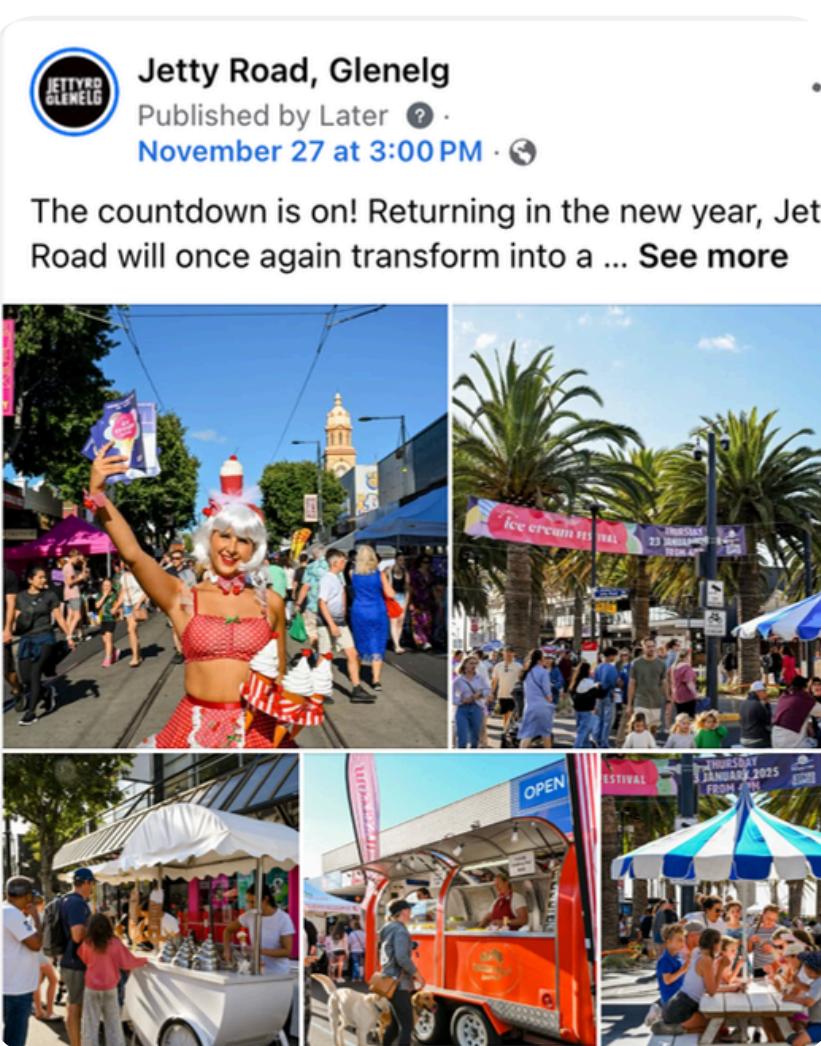
Overall, it's clear that content highlighting community events resonated strongly with the Facebook audience this month. The variety of other posts also performed well in terms of views and interactions, contributing positively to the month's overall analytics and engagement.



# Performance Overview - Facebook

METRIC	MONTHLY TOTAL	PERFORMANCE
New followers		+1028
Total Followers	40,519	
Total Visits	10.9K	
Total Views	749.4K	+62.6%
Content Interactions	4.9K	

# Top performing posts -FB



**VIEWS**  
101,785

**INTERACTION**  
526

**VIEWS**  
48,806

**INTERACTION**  
389

**VIEWS**  
34,044

**INTERACTION**  
132

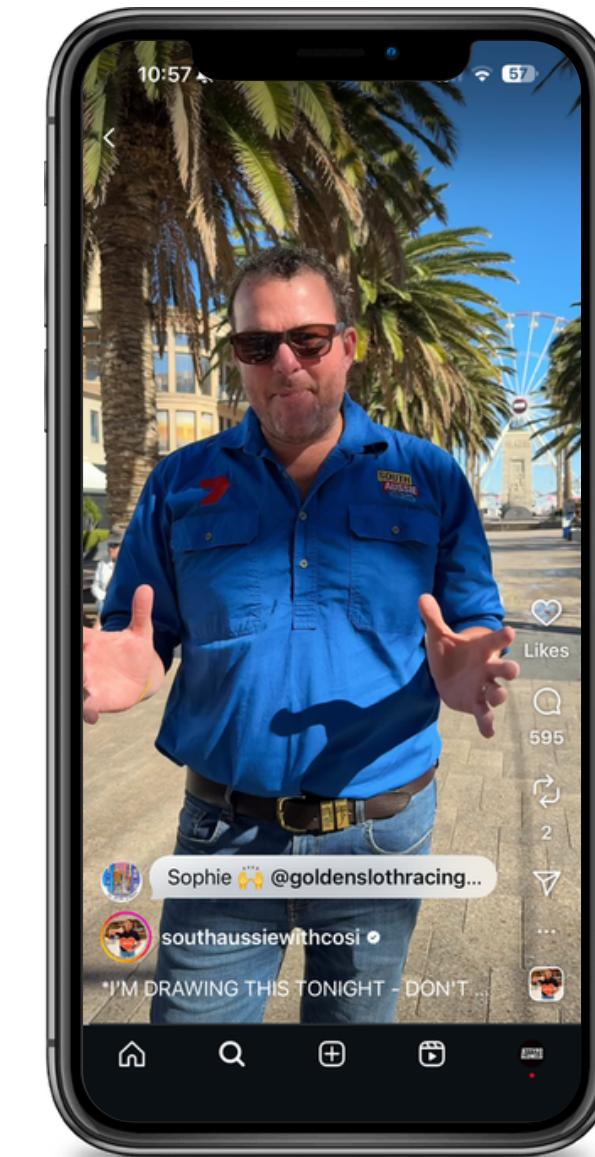
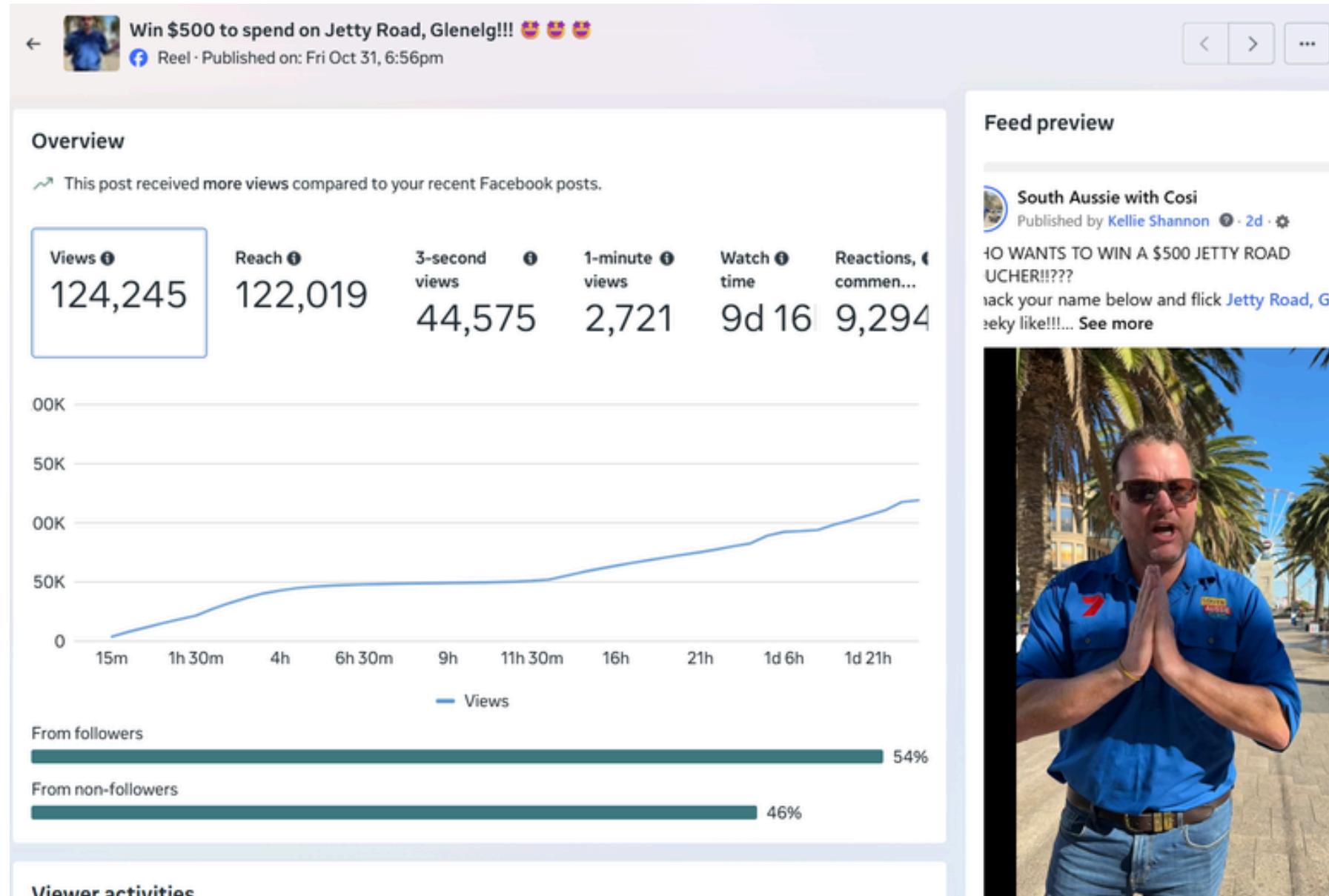
**VIEWS**  
30,531

**INTERACTION**  
401

In terms of views, the top-performing post was a carousel promoting the Glenelg Ice Cream festival. This post recorded an incredible 101,785 views and 526 interactions. This was followed by a reel updating the community on the new paving along the street, which received nearly 50,000 views. This was closely followed by a Christmas at the Bay event post, with 38,044 views.

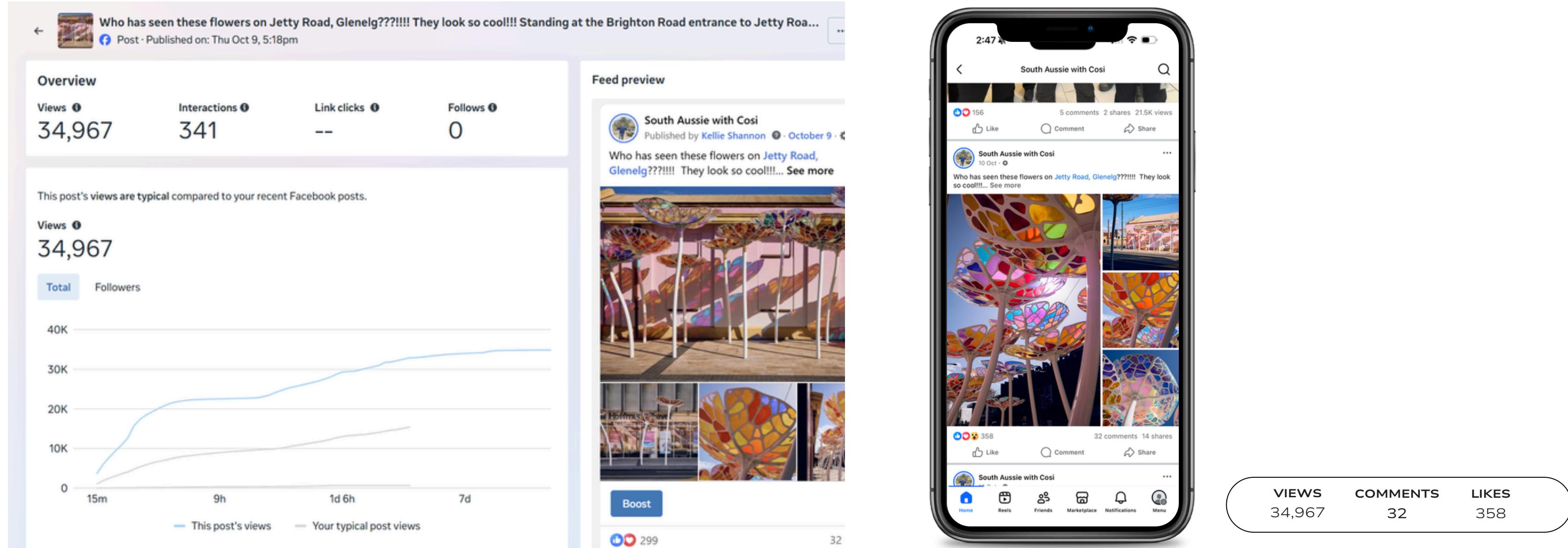
It is clear that event content strongly resonates with your online community.

# Paid Collaborations - Facebook & Instagram



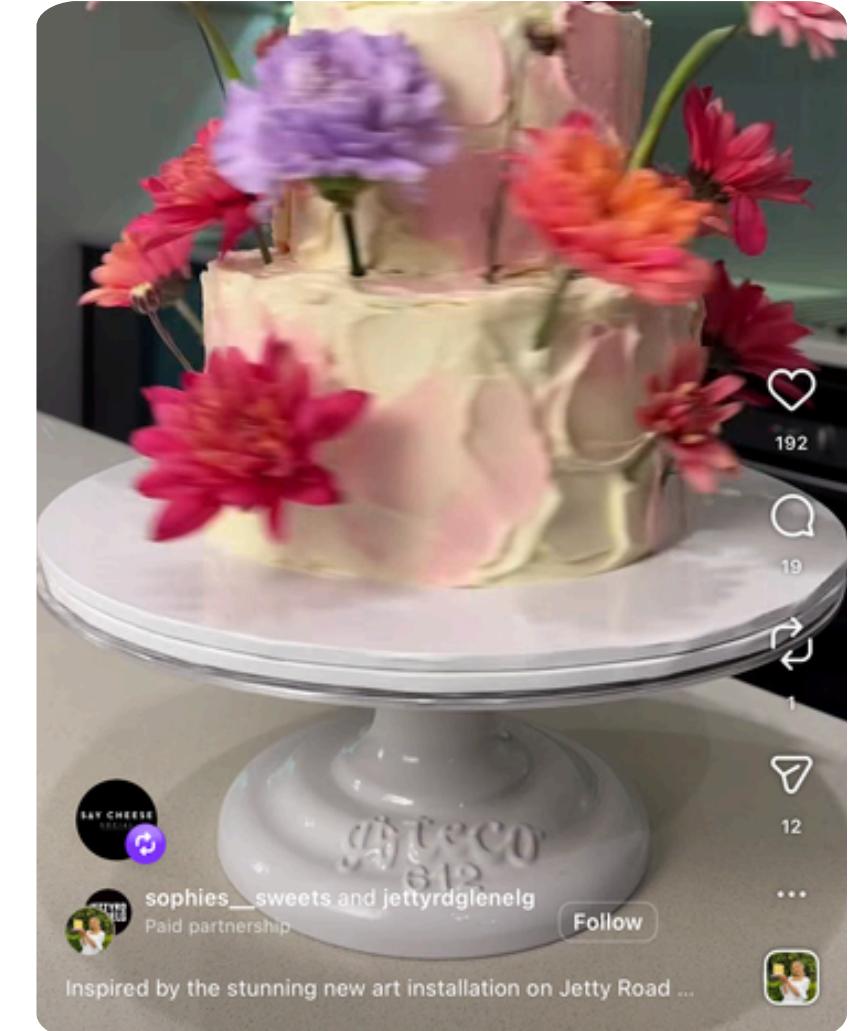
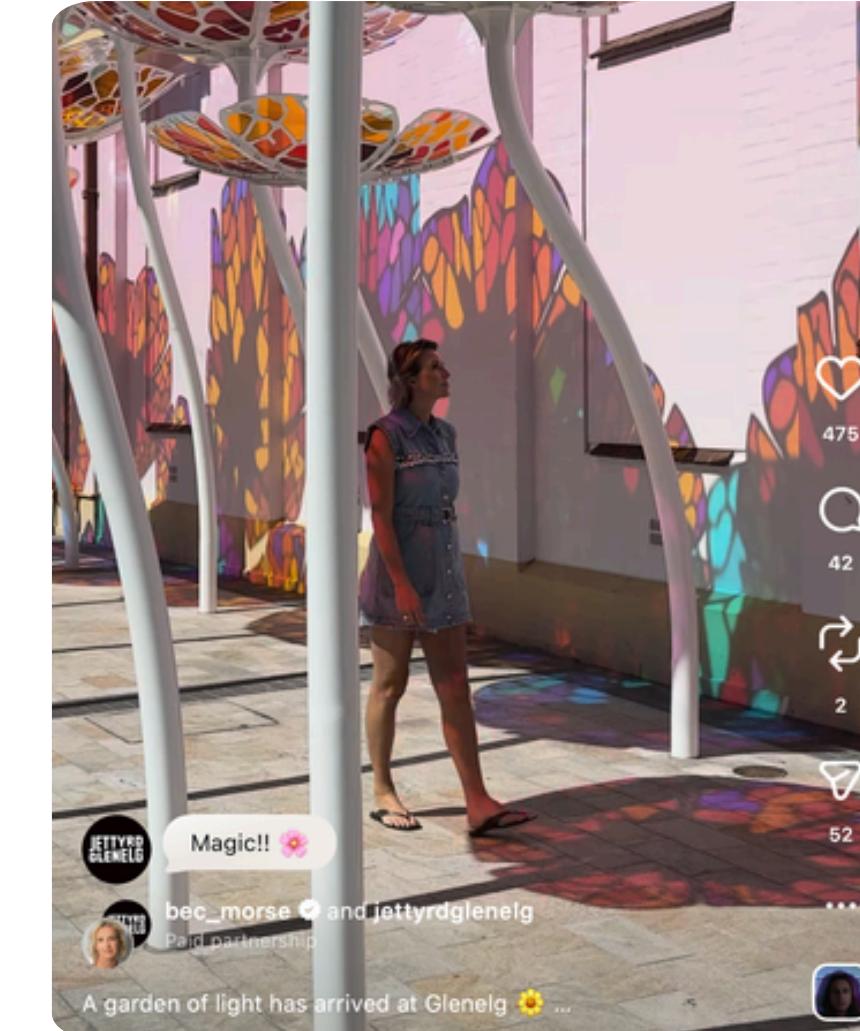
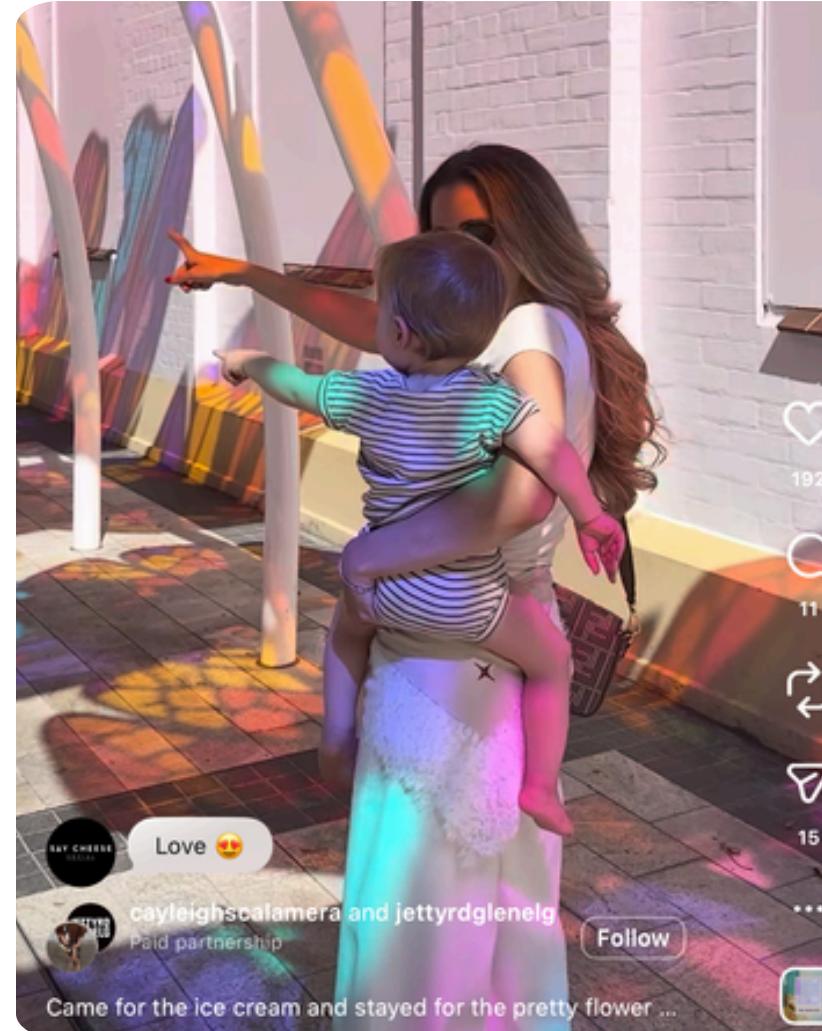
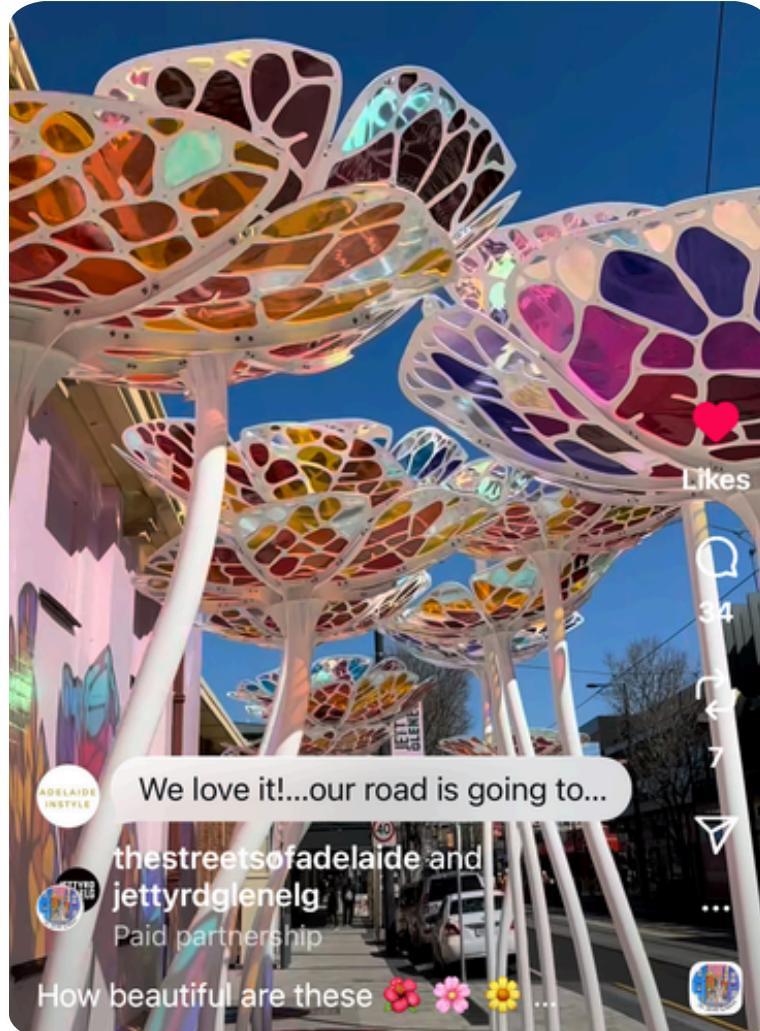
We also did a paid promotion with South Aussie with Cosi promoting Colley Tce including: Cakeboy, St Louis, 18 Street Hot post & Shadow Baking. We offered a \$500 giveaway to one lucky winner, to assist in driving engagement, and the post did just that, receiving 124,245K views on Facebook and 14.5K on Instagram along with 595 comments and nearly 500 likes. We also gained an additional 150+ followers from this content piece which was great for overall brand awareness and visibility online.

# Paid Collaborations - Facebook



Additionally, South Aussie with Cosi also promoted the Elysian Fields installation. This collab performed strongly with the post to his page receiving 34,967K views and 341 interactions.

# Elysian Fields Paid Collaboration - Instagram



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23,5K	1072	227

VIEW	LIKES	SHARES
6,758	192	15

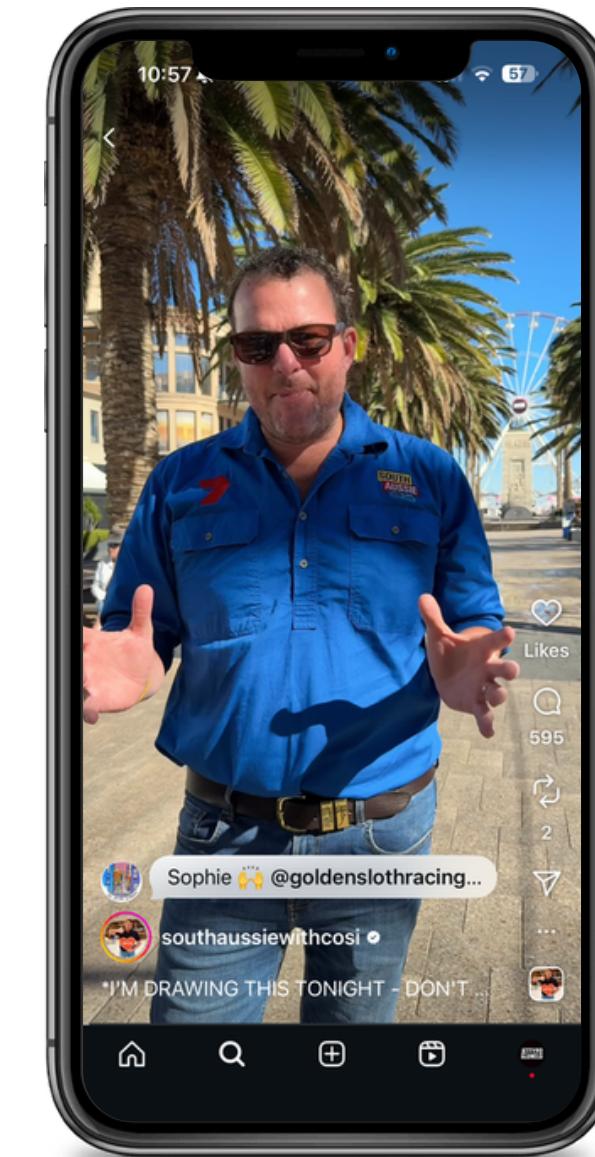
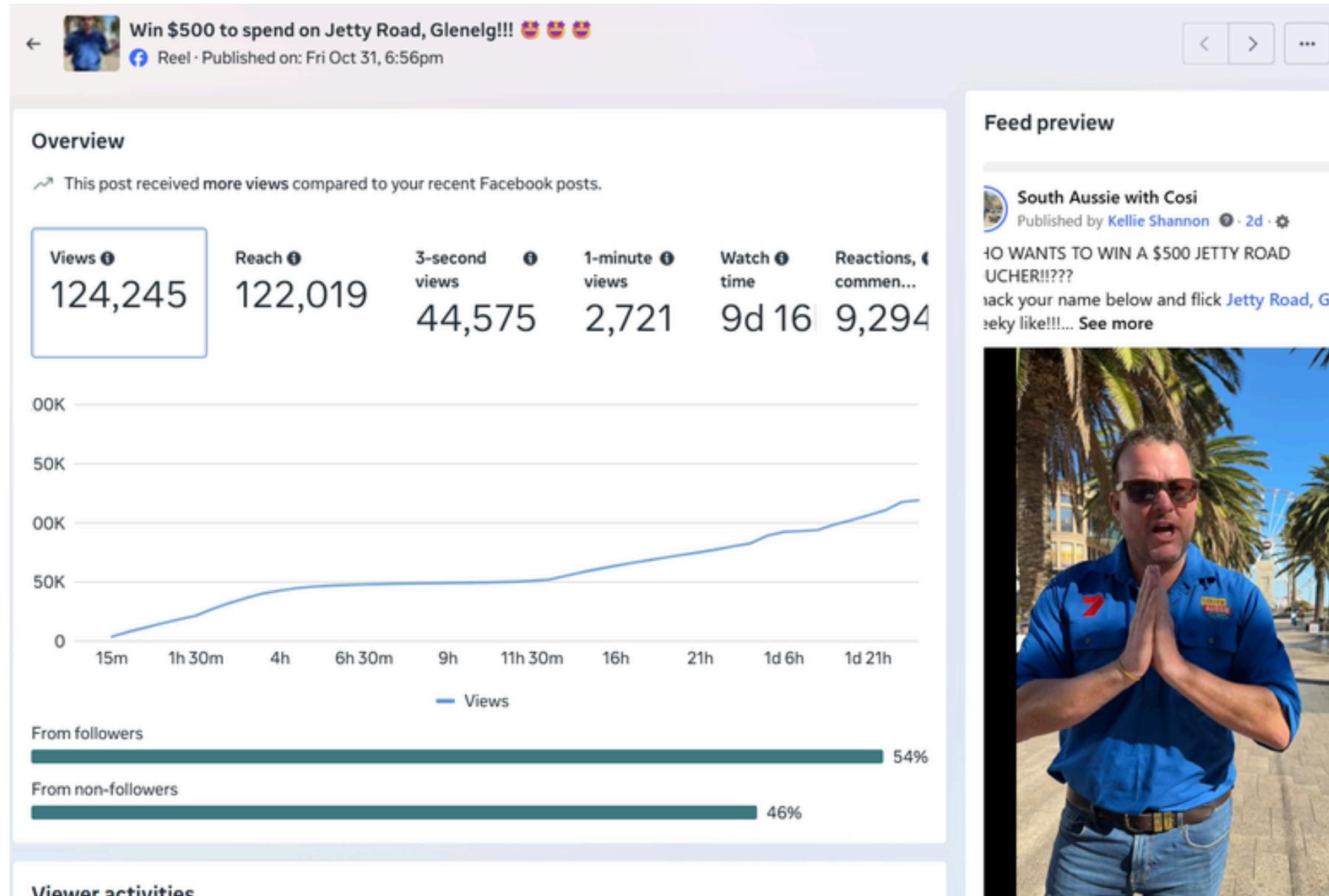
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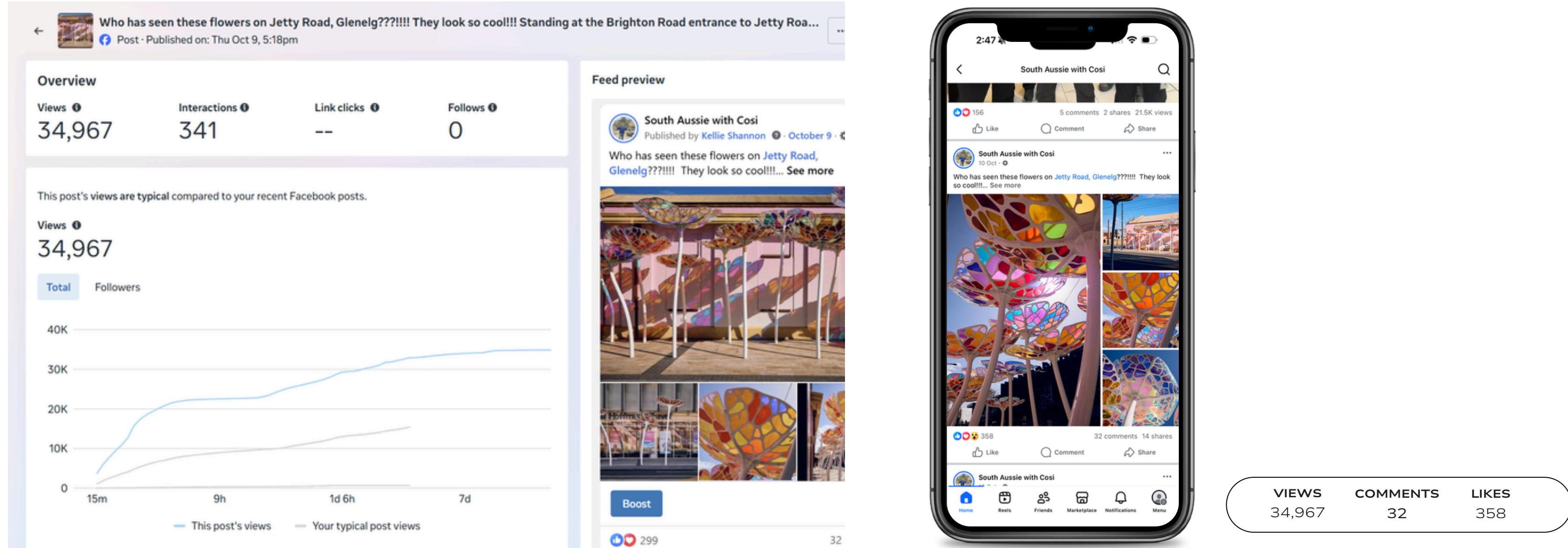
These results demonstrate the positive impact of these partnerships and highlight the value of ongoing collaborative promotions for the precinct.

# Paid Collaborations - Facebook & Instagram



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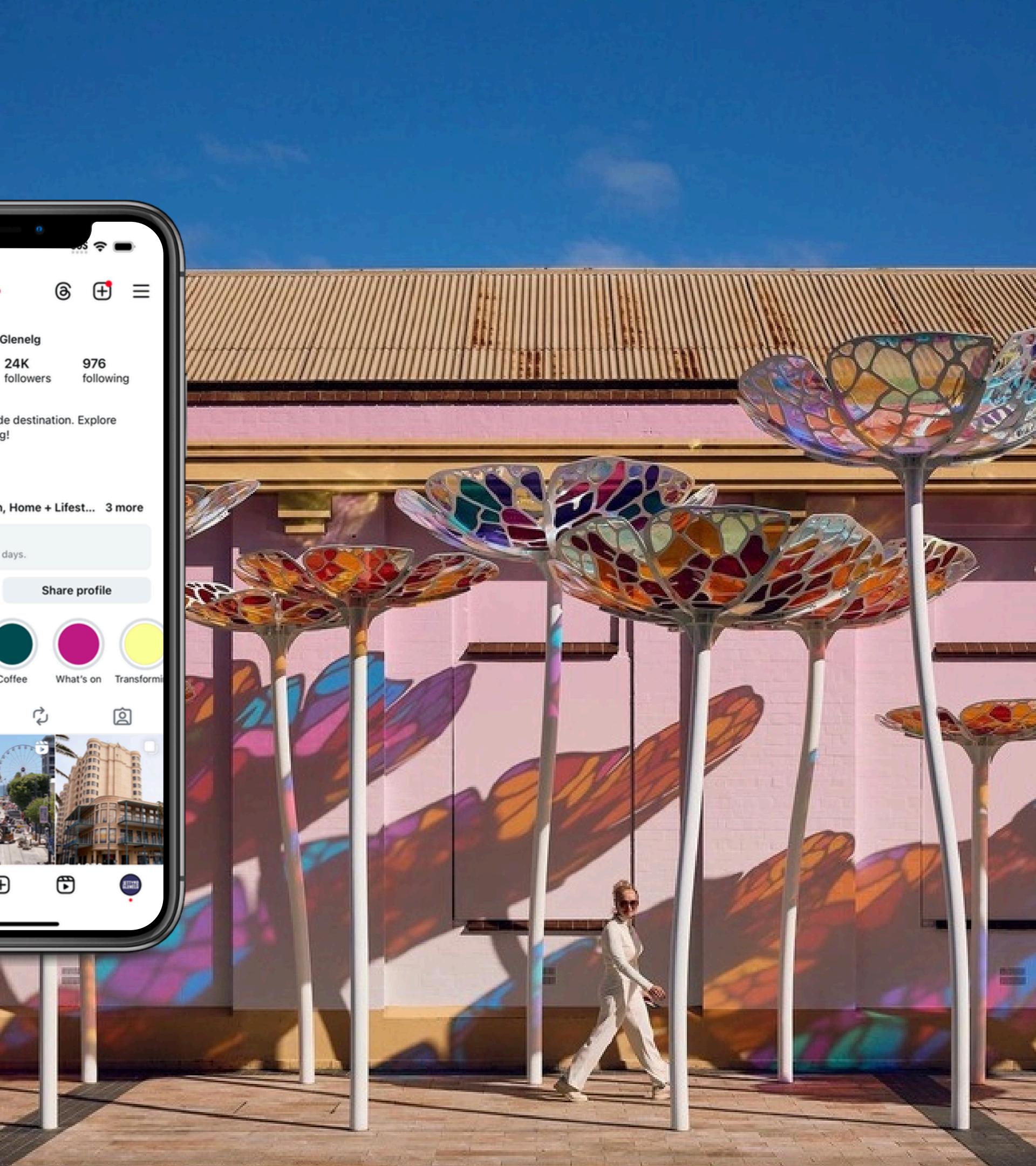
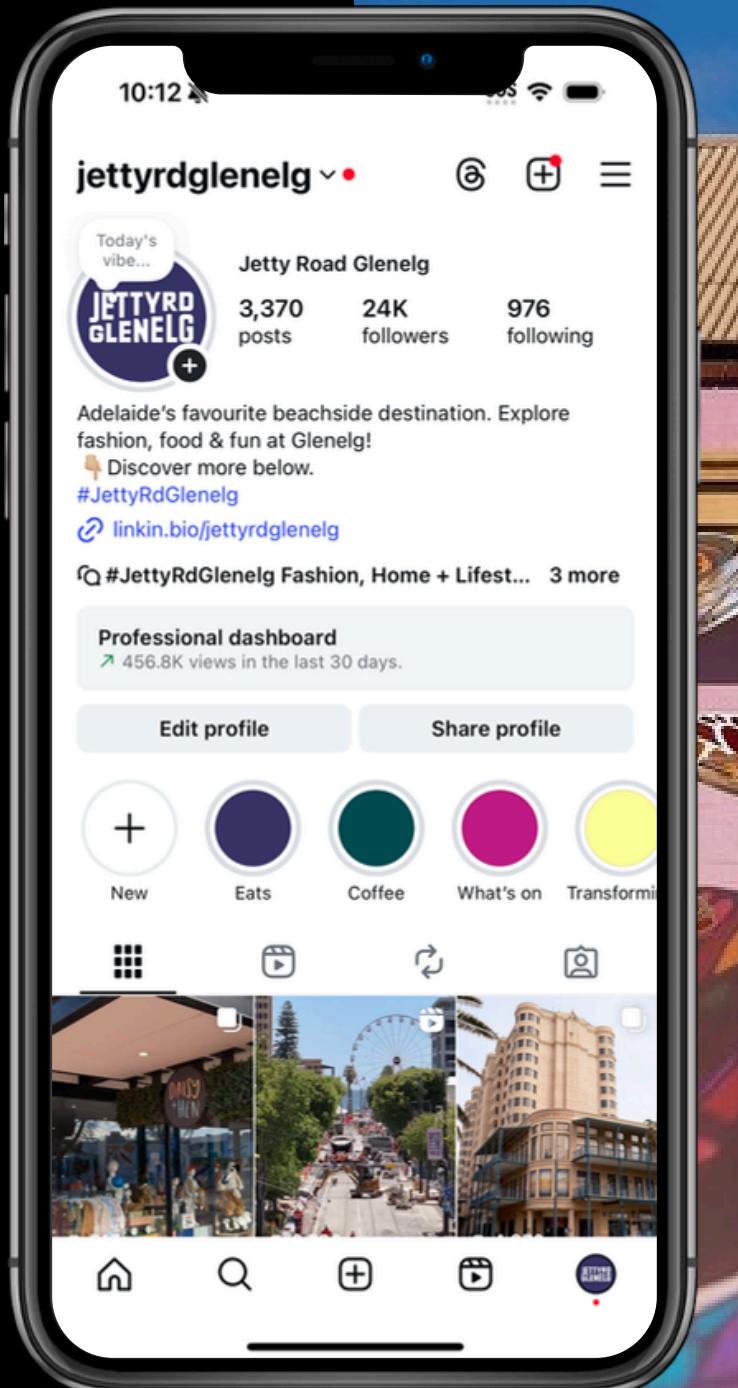


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# Jetty Road, Glenelg x Say Cheese Social

Social Media Management  
Report December, 25

PREPARED BY SAY CHEESE SOCIAL



# Performance Snapshot - Instagram

December was another positive month for Jetty Road socials. Audience growth remained healthy with +199 new followers, indicating content is reaching and converting new people. Reach increased to 43,767 accounts (+4.8%), while total views hit 453,158 proof that our content is resonating with larger audiences outside our following.

The account had 6,891 interactions, up +63.1% on the previous period, suggesting posts and reels are resonating more strongly and prompting actions beyond passive viewing. Sharing behaviour was a major driver: 1,382 total shares across posts and reels, broken down into +880 shares on posts and +502 shares on reels. With all the announcement posts and event posts that went out in December, we saw an increase in shares.

In December, we published 27 posts, 21 carousels, 5 reels and 1 static image. They reached 101,265 people and delivered 236,630 views. Content drove 4,633 engagements, with an average engagement rate of 4.1% (peaking at 12%). The takeaway: audiences are hungry for timely "what's on" updates and summer activations. Followers grew from 23,784 to 23,963 (+179). Posting stayed consistent, with the strongest spikes in mid-December.



# Performance Overview - Instagram

METRIC	MONTHLY TOTAL	PERFORMANCE
Total Page Followers	24,085	
New Followers	+199	
Total Reach	43,767	+4.8%
Total Reach - Organic	43,767	+9.0%
Views	453,158	
Total Profile Visits	3383	+20.3
Link Clicks	106	
Interactions	6,891	+63.1%
Shares on posts & reels	1382	+880 shares on posts & + 502 shares on reels

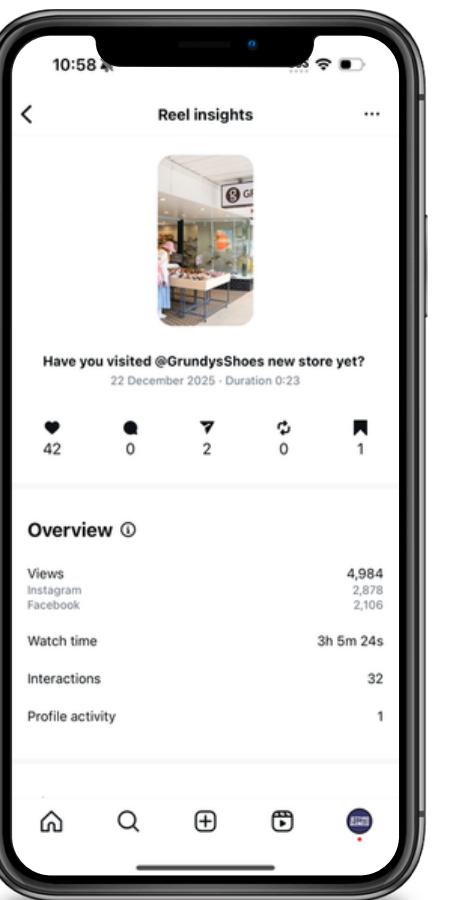
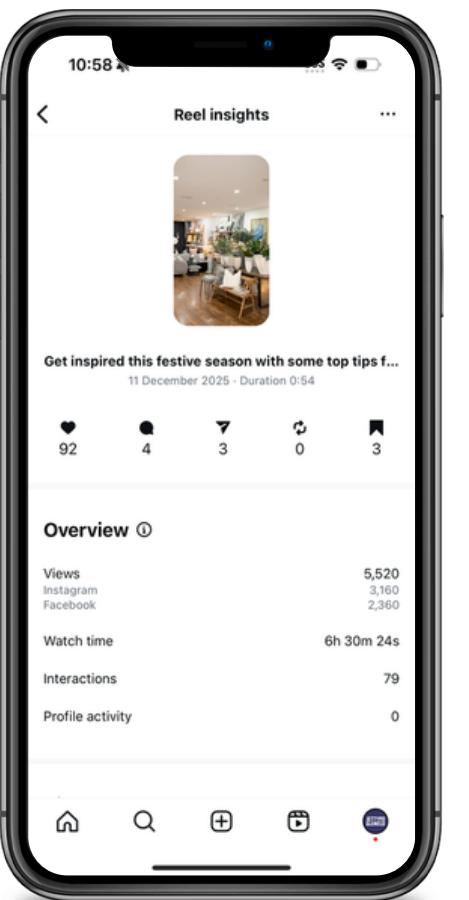
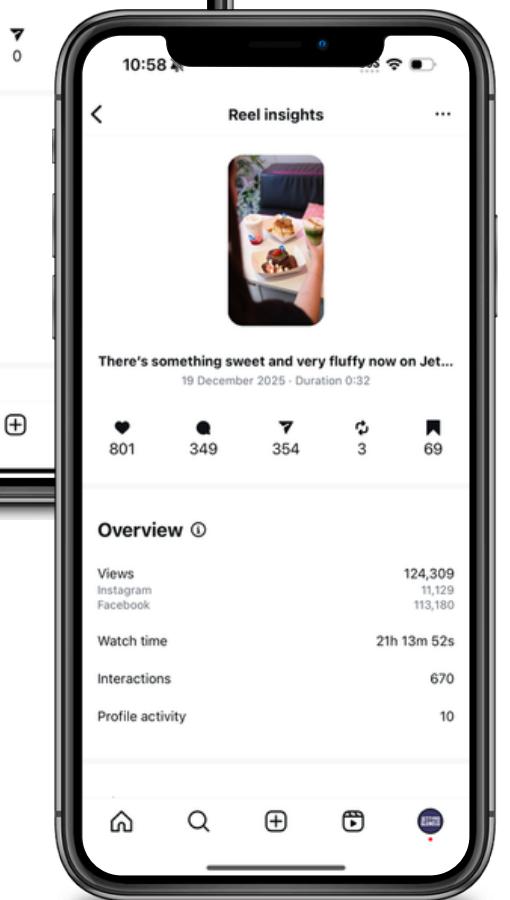
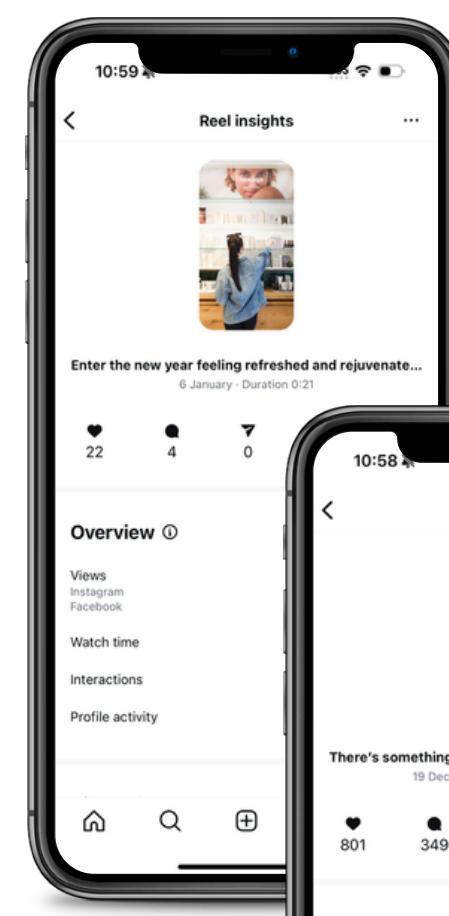
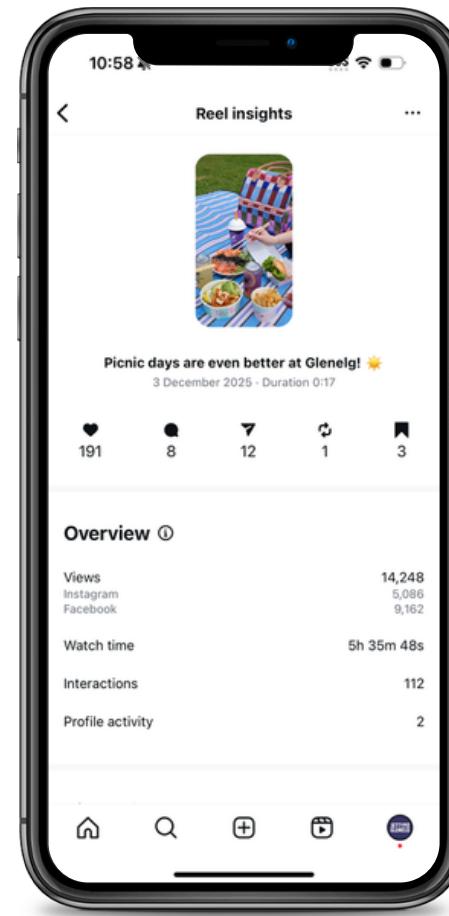
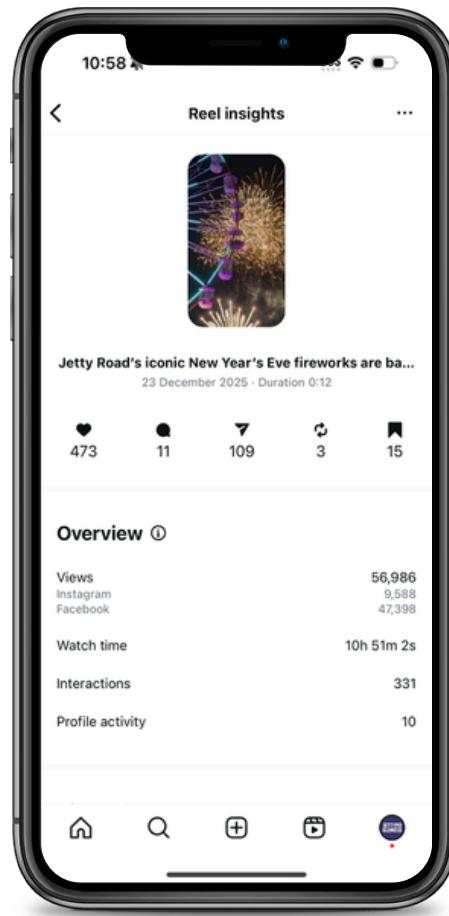
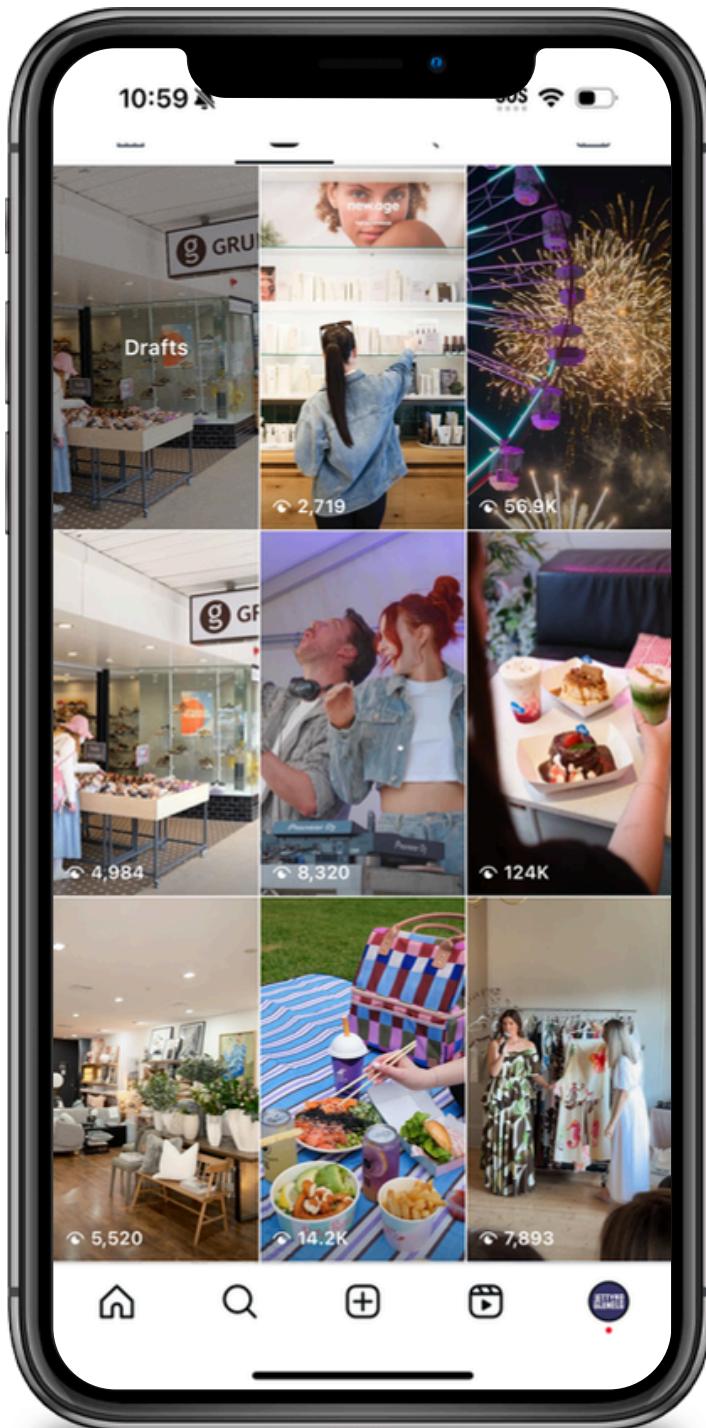
# Top performing posts - Instagram

Post	Engagement Rate	Engagements	Followers	Views	Reach	Likes	Comments	Saves	Shares	Link in bio
 DEC 15, 2025 12:10 PM We've got BIG news for the Gelato lover! @GelatoMessina has officially...	11.90%	919	23,784	18,844	7,720	452	17	19	431	0
 DEC 18, 2025 10:18 AM There's something sweet and very fluffy now on Jetty Road ... say hello to...	4.96%	69	23,867	11,122	7,466	239	17	69	353	6
 DEC 9, 2025 1:23 PM The @MoseleyBeachClub is officially back for summer! Expect refreshing...	9.08%	507	-	17,671	5,582	336	56	11	144	0
 DEC 24, 2025 10:00 AM @C2BC_Adelaide_ returns to Glenelg Beach for a morning of Community...	4.63%	458	23,899	21,361	9,888	282	3	36	137	9
 DEC 29, 2025 8:09 PM Jetty Road's iconic New Year's Eve fireworks are back for 2025, and if...	0.13%	332	23,889	9,585	6,476	206	1	10	109	7
 DEC 17, 2025 12:33 PM The @GlenelgSunsetMarkets are BACK! Join us at Moseley Square...	0.46%	321	23,855	10,742	4,969	232	2	18	69	1
 DEC 16, 2025 2:16 PM It's the most wonderful time of year on Jetty Road, Glenelg! See you all...	7.23%	275	-	9,709	3,802	248	11	1	16	N/A

In December, we published 27 posts, 21 carousels, 5 reels and 1 static image. They reached 101,265 people and delivered 236,630 views. Content drove 4,633 engagements, with an average engagement rate of 4.1% (peaking at 12%). The takeaway: audiences are hungry for timely "what's on" updates and summer activations. Followers grew from 23,784 to 23,963 (+179). Posting stayed consistent, with the strongest spikes in mid-December.

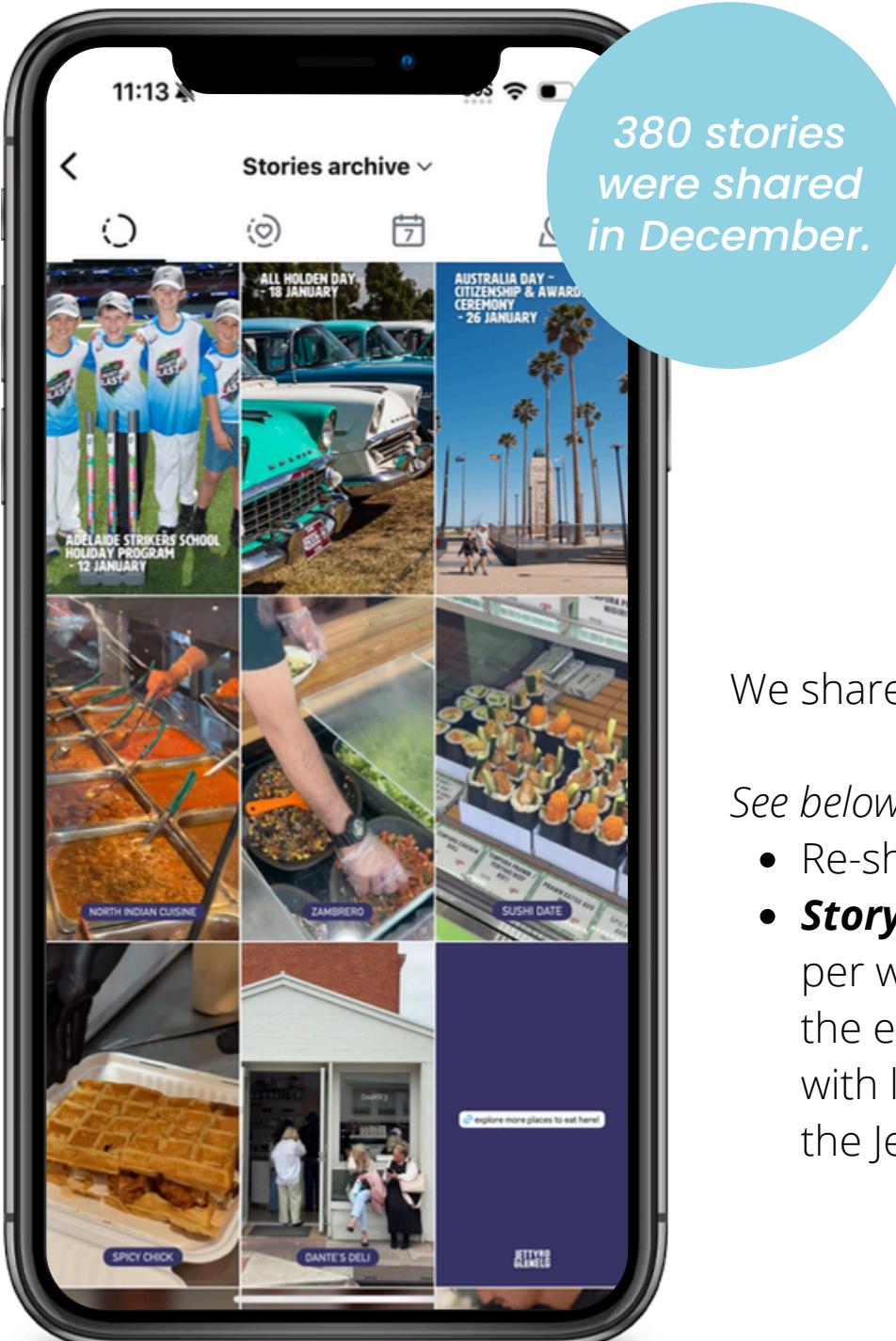
Announcement style posts led the way. The Messina carousel reached 7,720 accounts and recorded 919 engagements with a 12% engagement rate, including 431 shares. The C2BC return carousel had the highest reach at 9,888 accounts, with 458 engagements, 21,361 views and 137 shares. Other standouts included the Moseley Beach Club carousel (5,582 reach, 507 engagements), the Momo pancakes reel (7,466 reach, 316 engagements, 353 shares, 69 saves), and the Sunset Markets return (4,969 reach, 321 engagements).

# Reels



We shared 6 reels in December  
which collectively recorded a  
staggering **720794** views.

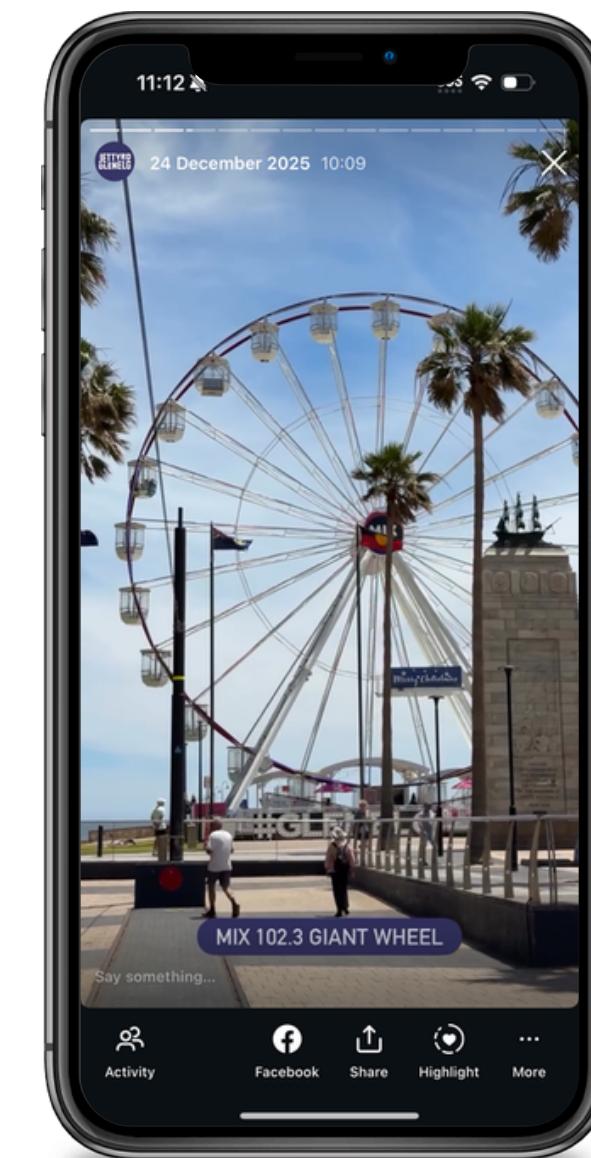
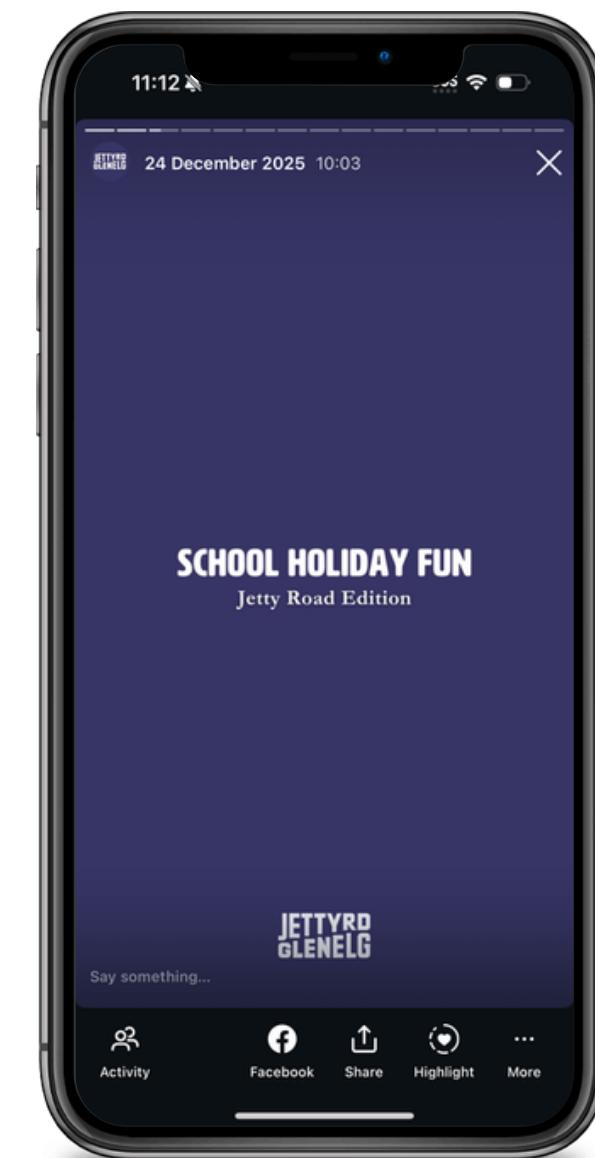
# Stories



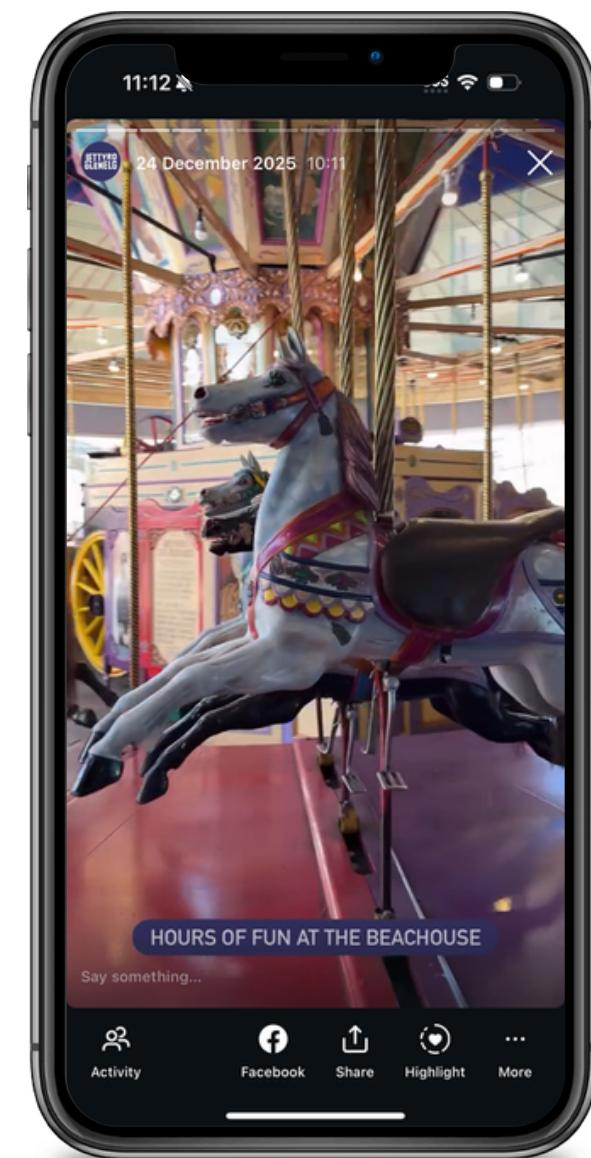
We shared 380 stories in December.

See below for highlights:

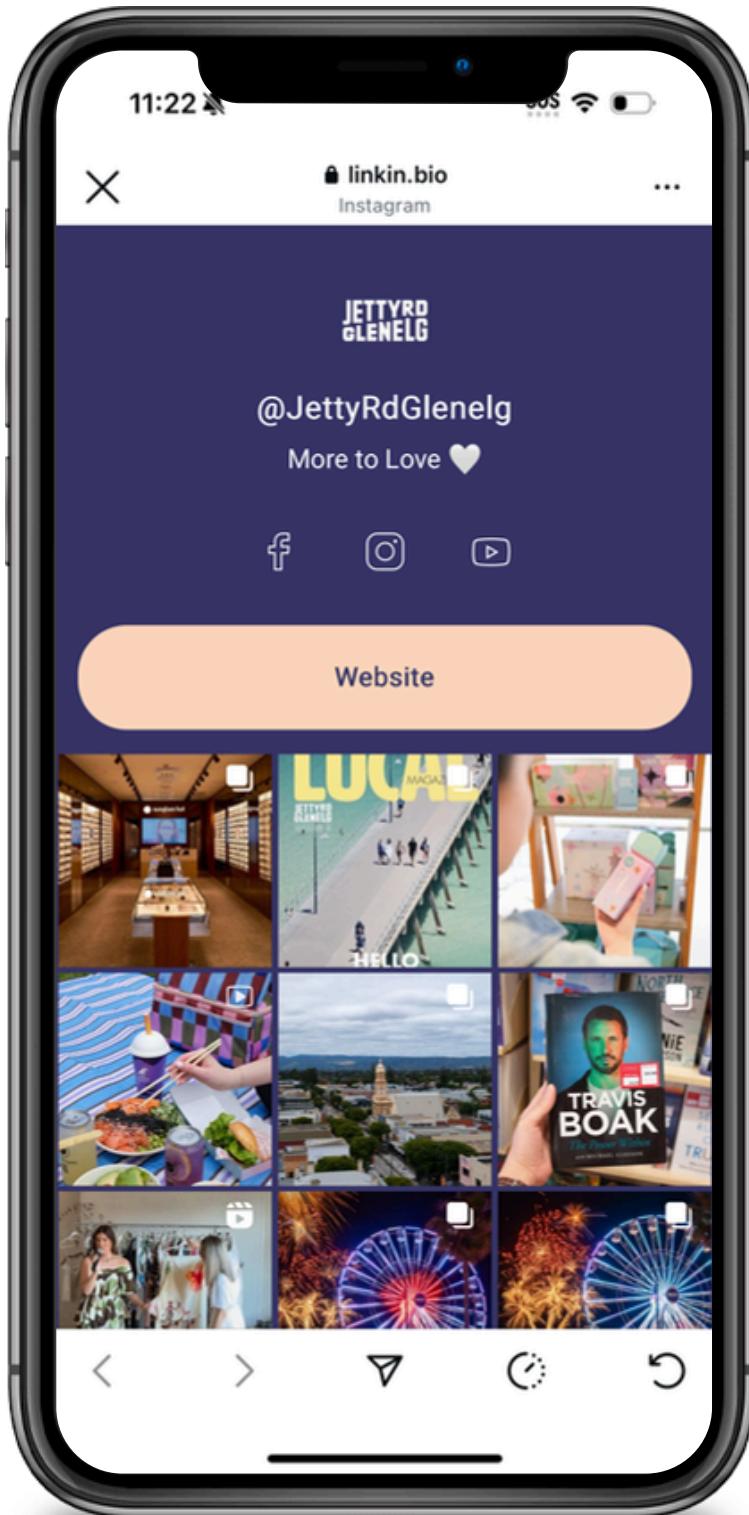
- Re-shared user-generated content
- **Story Series** were posted once per week, the example shown is the end of the customised story with live link to encourage clicks to the Jetty Road website.



Weekly precinct visits: Story series featuring School Holiday ideas



# Link in bio



## Link in Bio (LIB) Overview

- **106 Page Views**
- **45 Button Clicks**
- **59 Post Clicks**

This month, our link in bio metrics generated valuable leads, including 106 page views and 45 post clicks.

Each Instagram post is linked to the LIB - across the 5 reels and 21 posts published this month, there were a total of 59 clicks, demonstrating that our content is effectively engaging the audience and driving traffic to the website.

These results also indicate that the clear calls-to-action (CTAs) within both post copy and stories are successfully encouraging consumers to visit the website for more information and engagement.

# Performance Snapshot - Facebook

In December, Jetty Road's Facebook page experienced exceptionally strong growth across key metrics, recording an increase of **664** new followers and achieved an incredible result of **962,497** page views.

As a snapshot insight into performance, the top-performing posts this month was Momo's pancake reel, glenelg summer markets, New years eve fireworks, and a roadworks update.

Overall, it's clear that content highlighting community and events resonated strongly with the Facebook audience this month. The variety of other posts also performed well in terms of views and interactions, contributing positively to the month's overall analytics and engagement.



# Performance Overview - Facebook

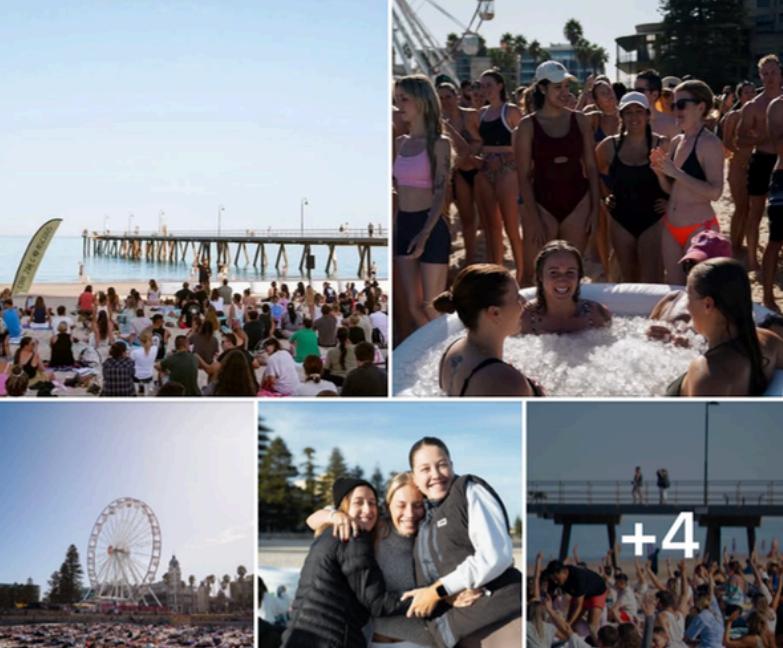
METRIC	MONTHLY TOTAL	PERFORMANCE
New followers	664	
Total Followers	41,076	
Total Visits	9312	
Total Views	962,497	+26.6%
Content Interactions	6434	+31.7%

# Top performing posts -FB

**Jetty Road, Glenelg**  
Published by Later · December 24, 2025 at 11:00 AM ·

Cool 2Be Conscious Adelaide returns to Glenelg Beach for a morning of Community Breathwork, Yoga & Ice Baths on Sunday January 4 from 7:30-9:30am 🌟

[... See more](#)



**VIEWS**  
109,843

**INTERACTION**  
178

**Jetty Road, Glenelg** is with **Momo** Japanese Soufflé Pancakes and **Jetty Road Glenelg** at **Jetty Road, Glenelg**.

Published by Instagram · December 19, 2025 at 10:18 AM · Adelaide, SA

There's something sweet and very fluffy now on Jetty Road ... say hello to Momo Souffle Pancakes! 🍰

[... See more](#)



**VIEWS**  
124,379

**INTERACTION**  
1,780

**Jetty Road, Glenelg** is with **Jetty Road Glenelg** at **Jetty Rd, Glenelg**.

Published by Instagram · December 23, 2025 at 5:09 PM · Adelaide, SA

Jetty Road's iconic New Year's Eve fireworks are back for 2025, and if you've ever watched them light up the sky over the beach, you'll know they're worth planning for ...

[... See more](#)



**VIEWS**  
57,033

**INTERACTION**  
671

**Jetty Road, Glenelg**  
Published by Later · December 2, 2025 ·

Exciting progress is happening along Jetty Road.

[... See more](#)



**VIEWS**  
62,326

**INTERACTION**  
503

December delivered strong awareness and action on Facebook, with 29 posts generating 589,098 total reach and 838,752 views. Engagement remained healthy with 5,168 reactions, comments and shares, while content prompted 39,492 total clicks (including 774 link clicks), indicating audiences were actively tapping through to learn more.

The month's standout was the Cool 2Be Conscious Adelaide's return to Glenelg. It achieved 75,881 reach and 109,843 views, driving 4,796 total clicks and 146 link clicks, plus 189 reactions, comments and shares—making it a clear peak for scale and referral traffic. Also on Dec 23, the "Now open" announcement delivered strong intent signals, producing 795 total clicks from 5,577 reach alongside 90 interactions and 13 comments.

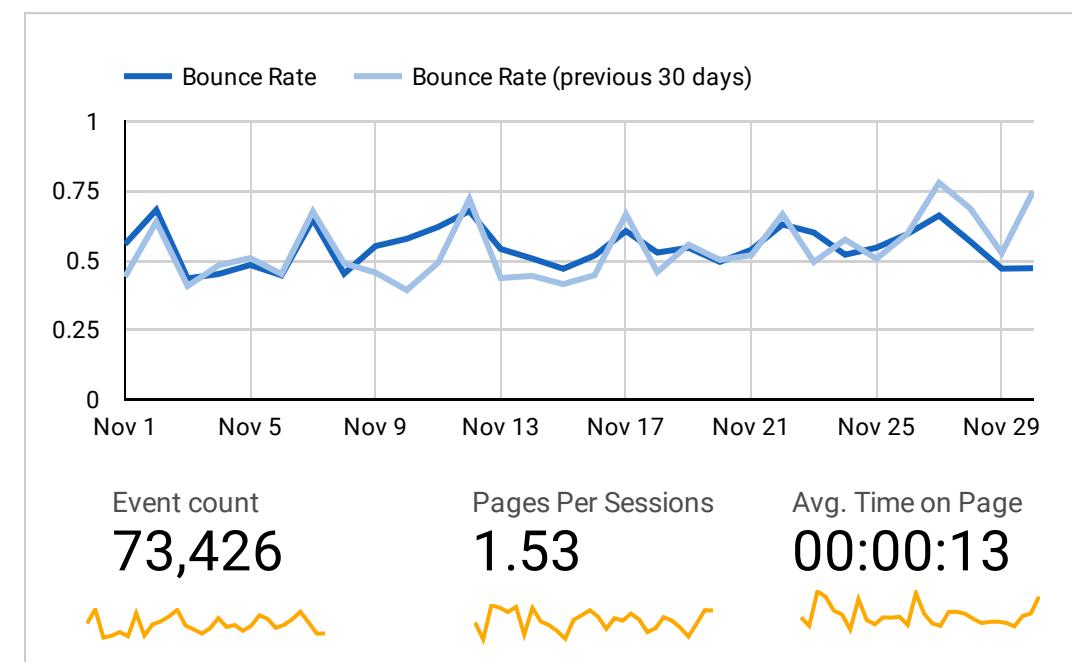
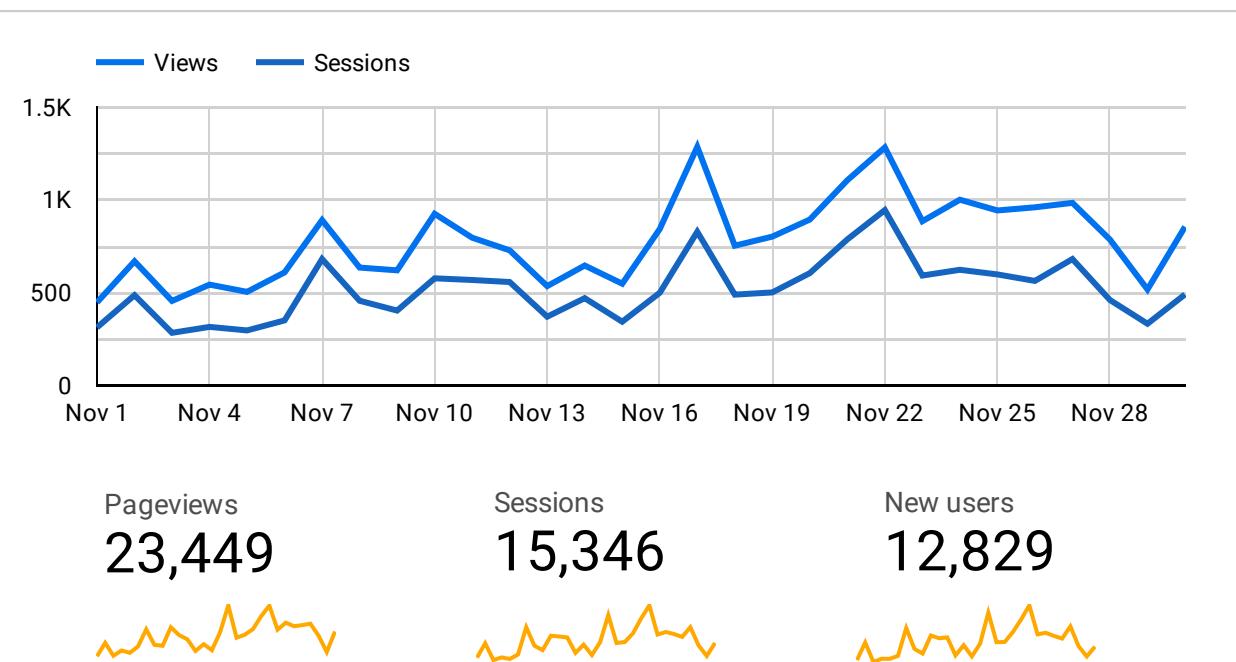
SAY CHEESE  
S O C I A L

# Attachment 3

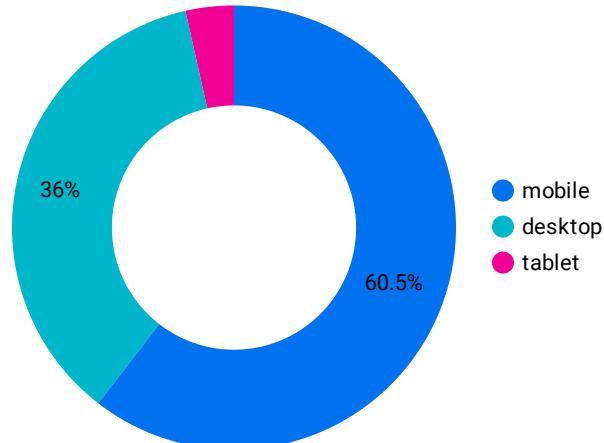
Nov 1, 2025 - Nov 30, 2025

Total users  
**13,160**

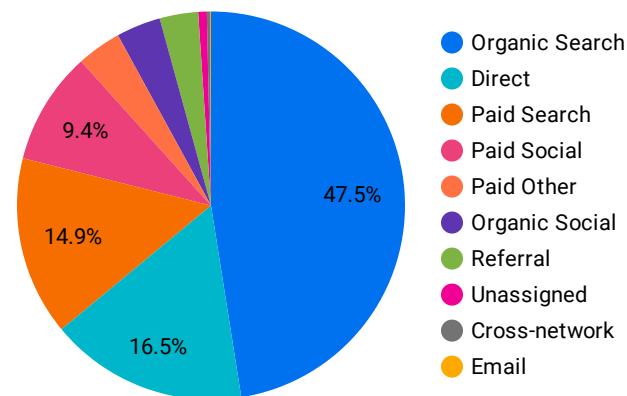
## Overview of your customers behaviors



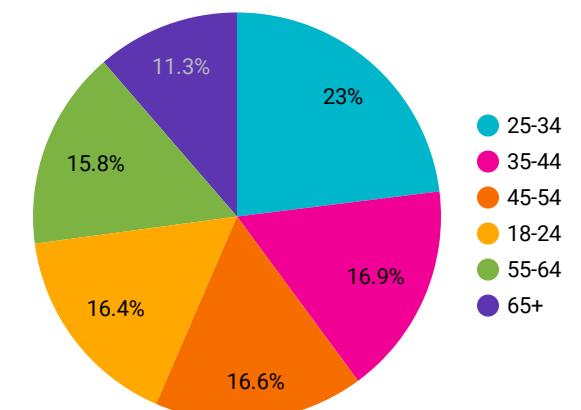
## Device Type



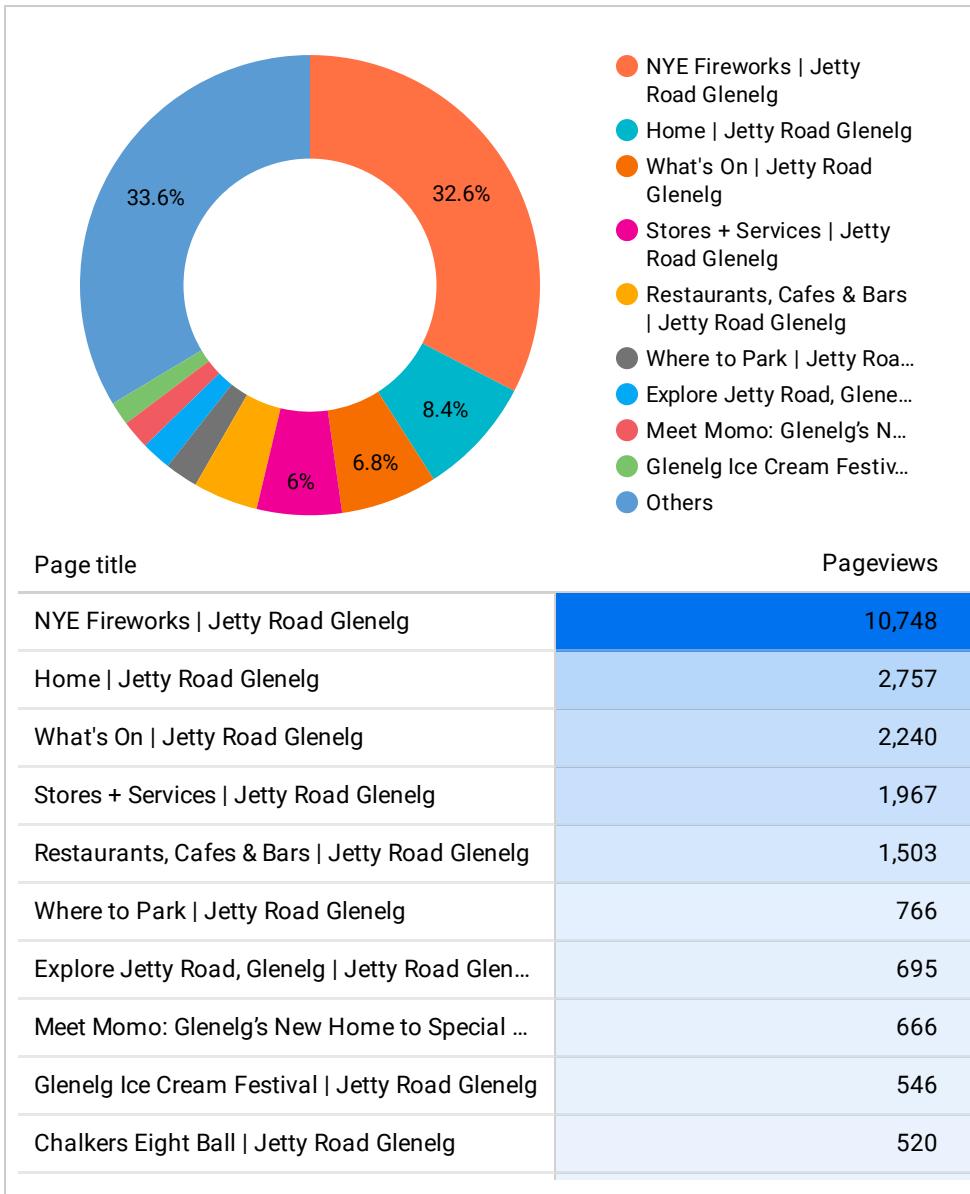
## Website Traffic Source



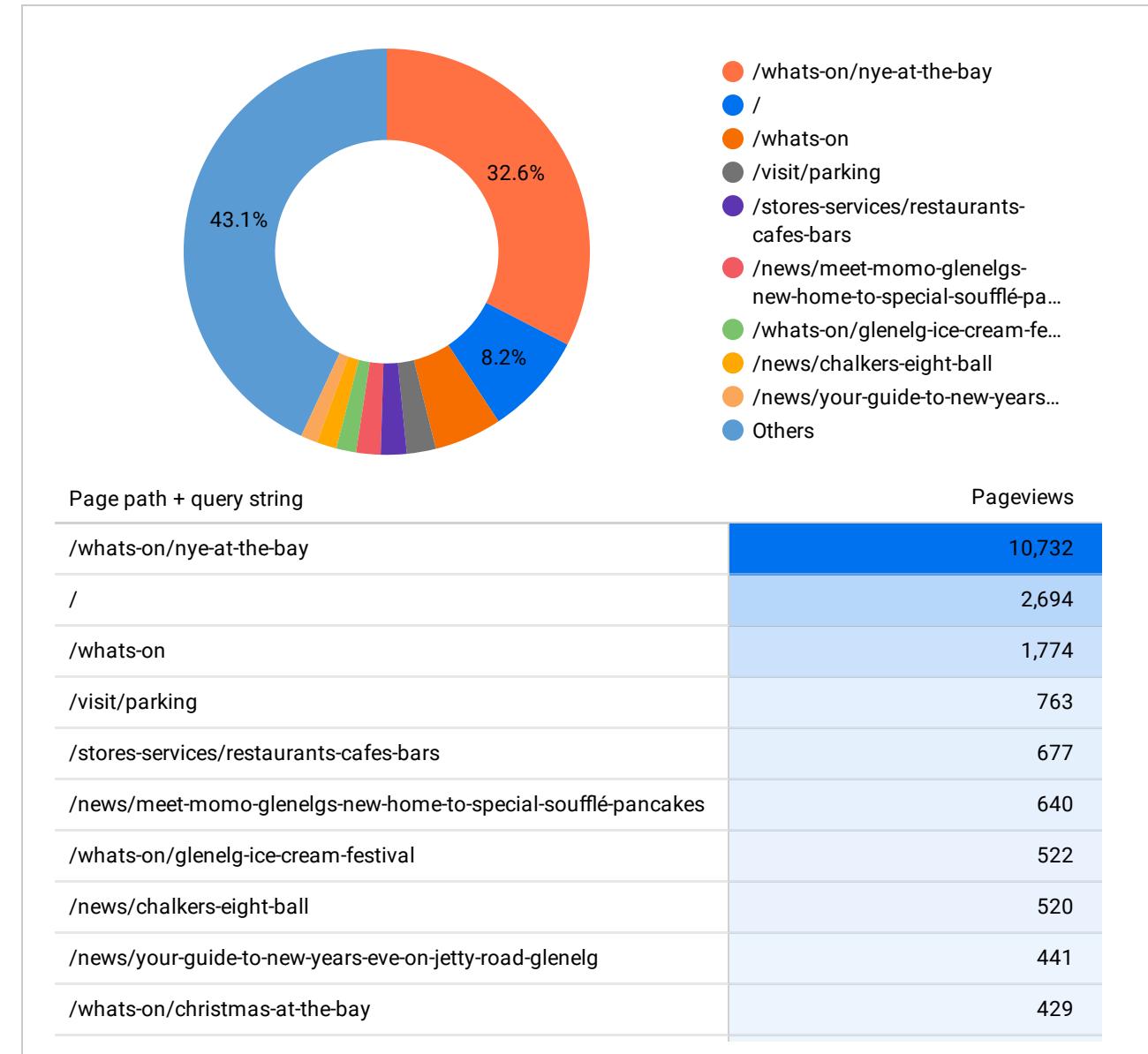
## Who is visiting your site?



## Most popular pages with title breakdown



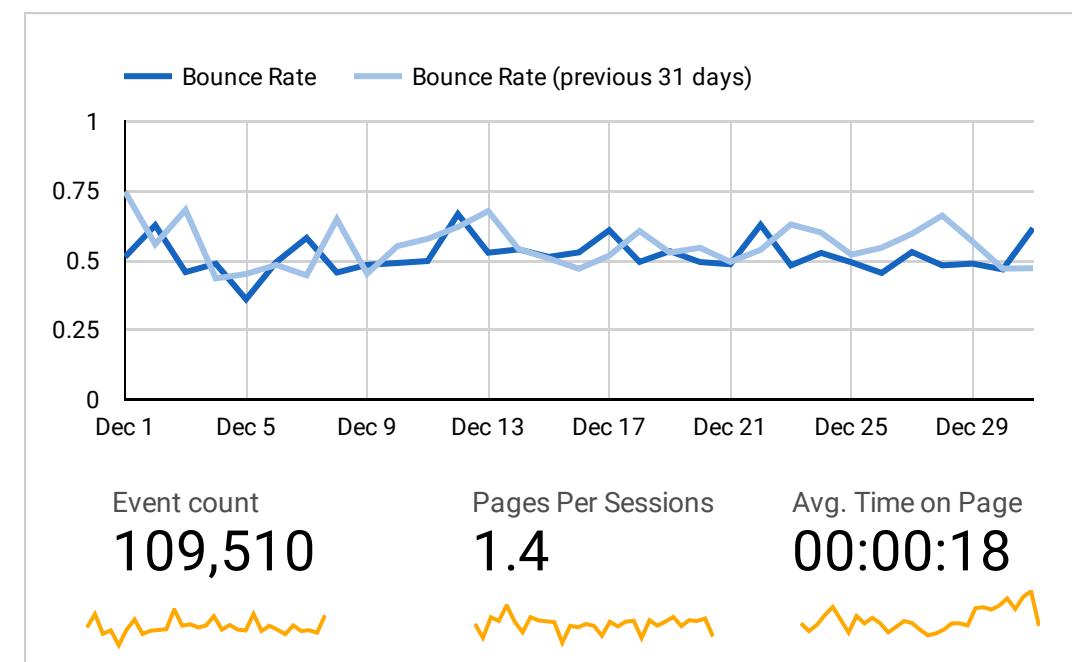
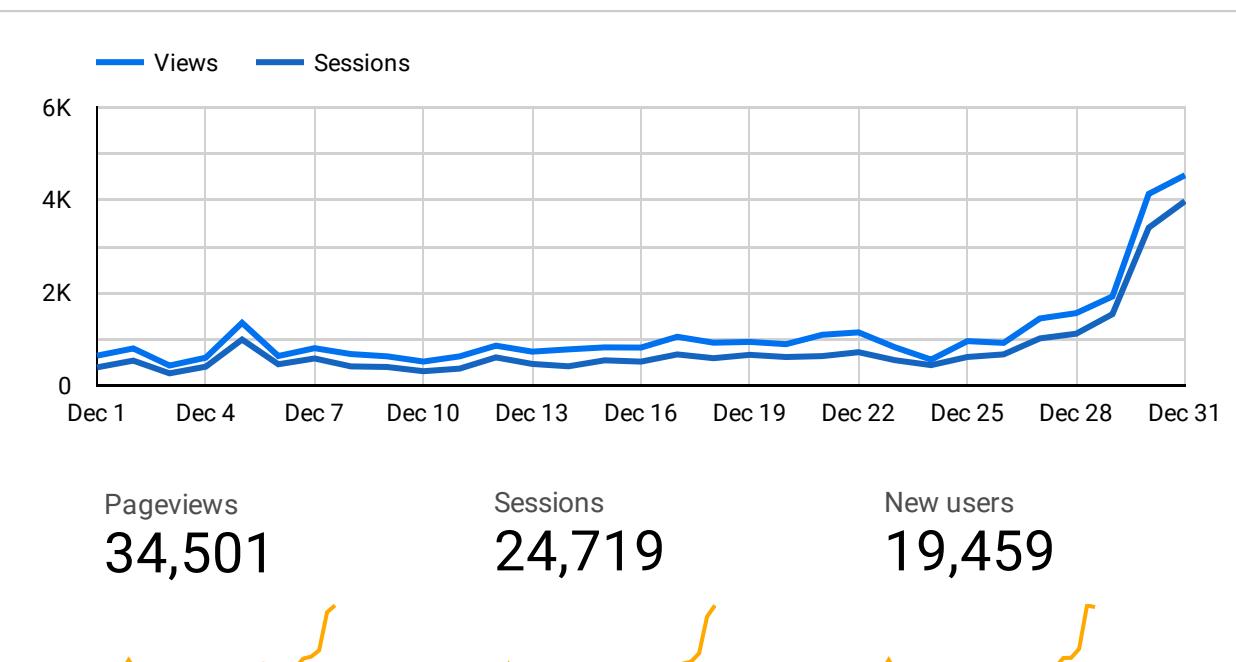
## Which page is the most popular?



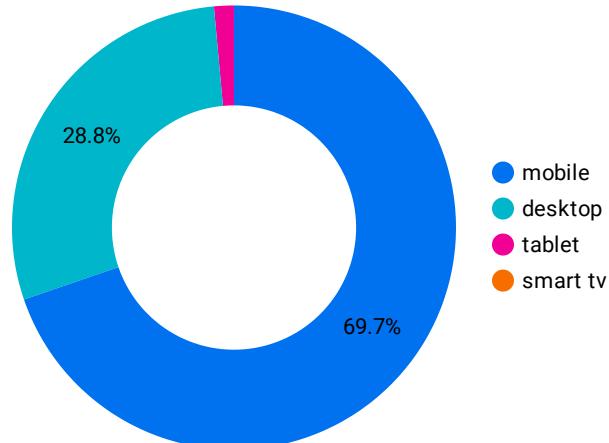
Dec 1, 2025 - Dec 31, 2025

Total users  
**19,910**

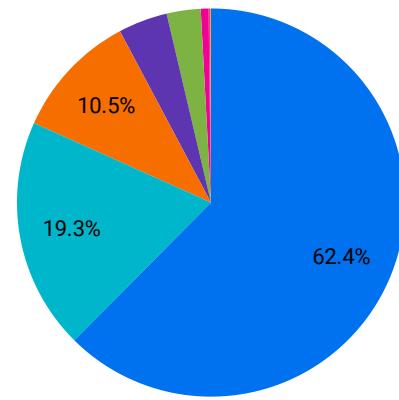
## Overview of your customers behaviors



## Device Type

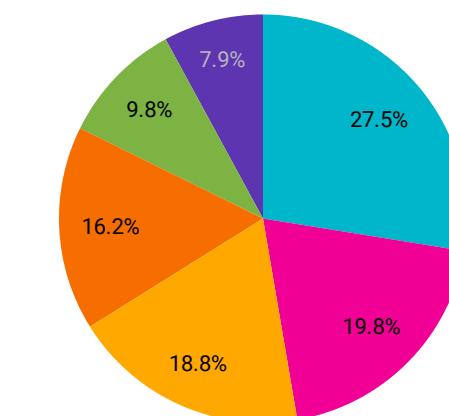


## Website Traffic Source



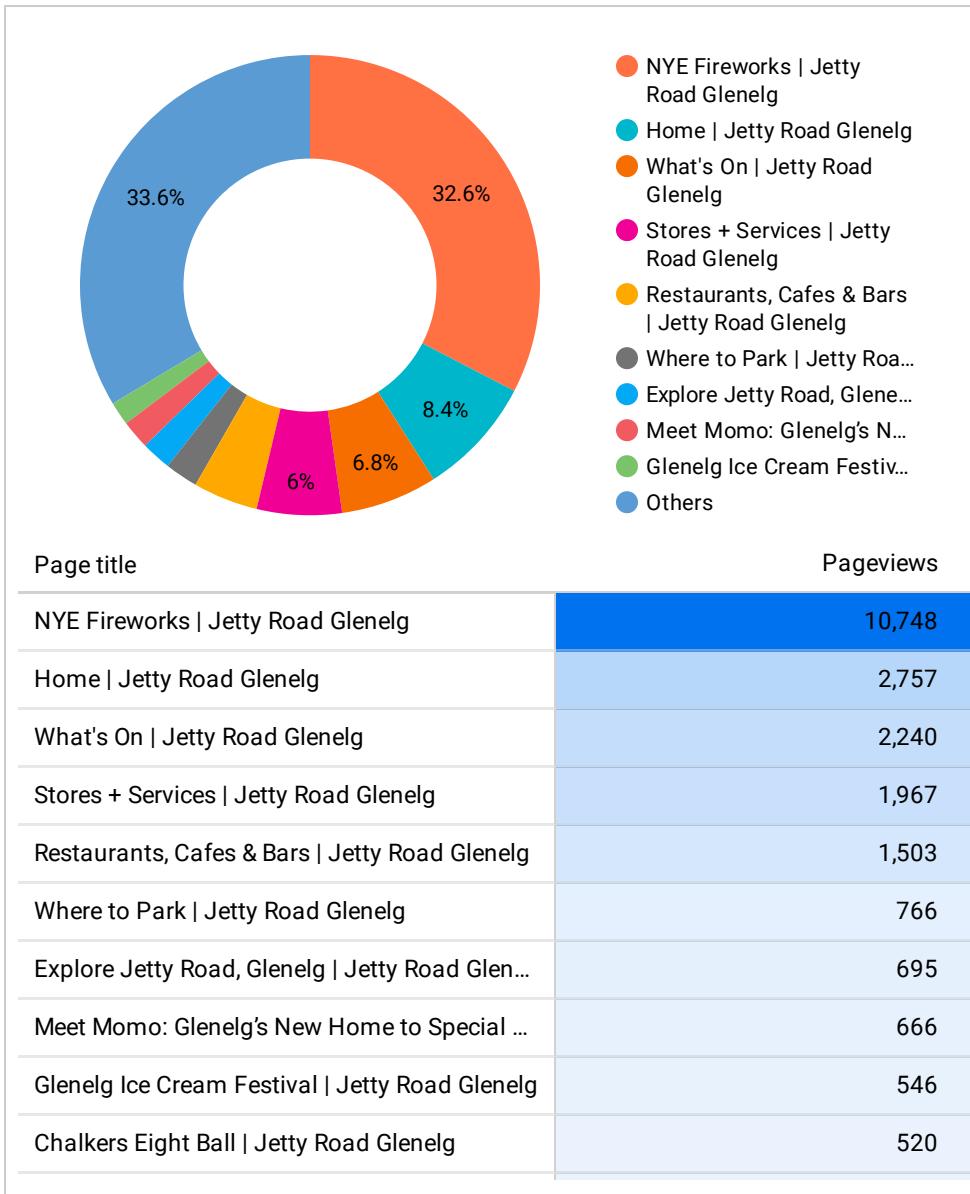
- Organic Search
- Direct
- Paid Search
- Organic Social
- Referral
- Unassigned
- Cross-network
- Email
- Paid Other

## Who is visiting your site?

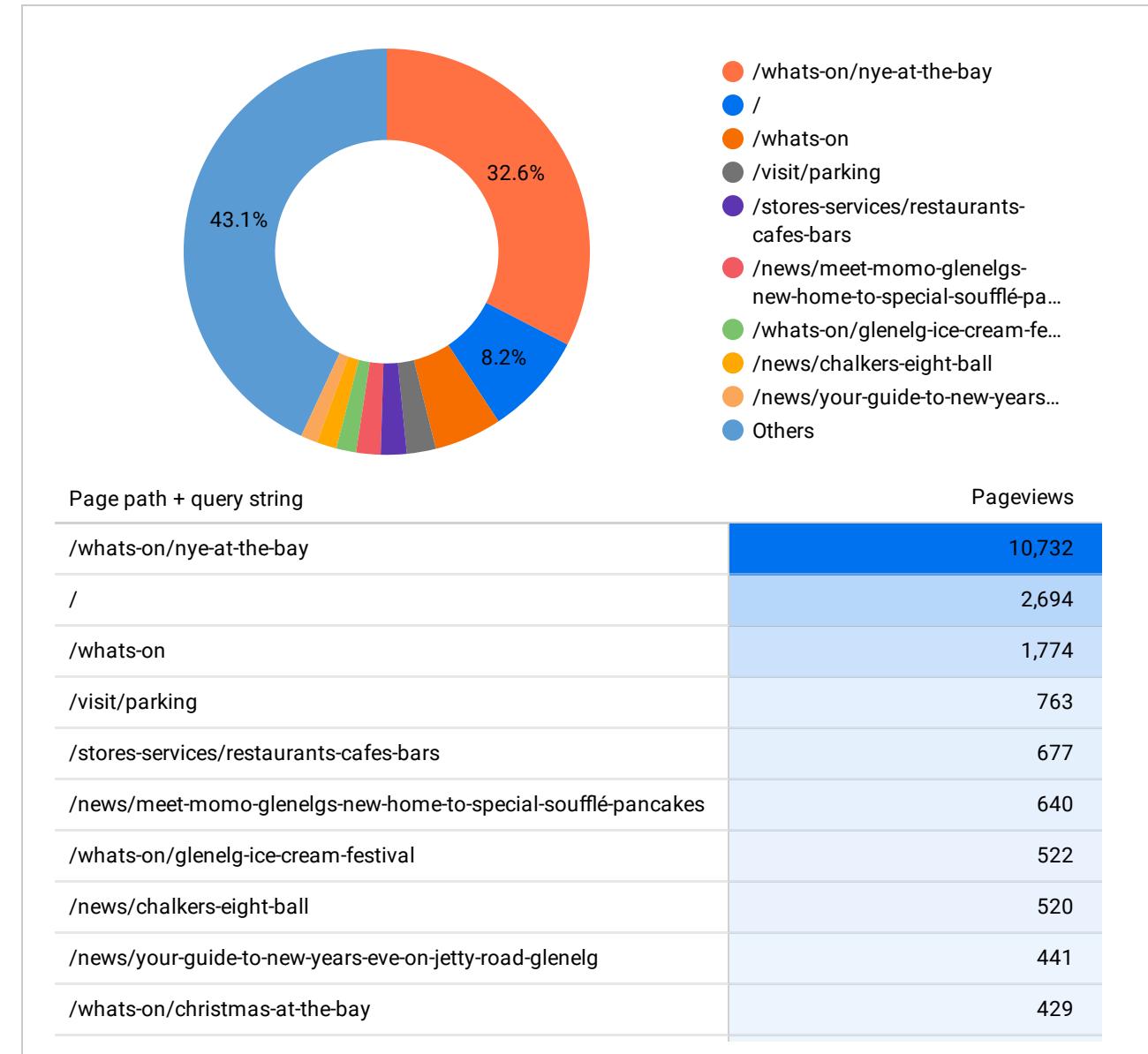


- 25-34
- 35-44
- 18-24
- 45-54
- 55-64
- 65+

## Most popular pages with title breakdown



## Which page is the most popular?



**Item No:** 8.4

**Subject:** QUARTERLY SPENDMAPP ECONOMIC REPORT – QUARTER 4 2025

---

## Summary

The purpose of this report is to provide the Jetty Road Mainstreet Committee with a consolidated quarterly update on precinct economic performance using Spendmapp data.

Insights support the Jetty Road Mainstreet Committee's decision making relating to trader support, marketing, seasonal activation, and strategic investment within the Jetty Road Glenelg precinct.

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## Recommendation

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

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## Background

Spendmapp is a specialised economic analytics platform developed by Geografia, a data and analytics company focused on local and regional planning. It is designed to help governments and economic planners understand spending activity in their communities.

Spendmapp uses anonymised, aggregated bank transaction records (credit and debit card, EFTPOS) information, to estimate spending patterns across geographical local government areas (LGAs) and suburbs. The data excludes sensitive or irrelevant categories to protect privacy and focus on consumer behaviour. The dataset excludes ATM withdrawals, business-to-business spending, rent/mortgage payments, utilities and taxes. The granular breakdown can be analysed by spending type:

- Local residents vs visitors
- Online vs local spend
- Industry categories
- Time of day
- Location by LGA, precinct, suburb/neighbourhood levels

The City of Holdfast Bay subscribed to Spendmapp in 2018, to inform the development of economic development strategies, and tourism and event plans. The data identifies how spend moves in the local economy, measures the financial impacts of local events and festivals, identifies competitive spending in neighbouring suburbs for industry sectors and enables the identification of gaps for business attraction. The data also captures age demographics and most intrastate and interstate visitor locations, which assists in strategic planning.

The data de-identifies transaction data to estimate Total Local Spend, and to segment spending into Resident Local Spend and Visitor Local Spend, with supporting breakdowns by category and visitor origin.

## Report

Jetty Road Glenelg supports more than 300 local traders, many of them small businesses, and contributes \$366.4 million annually to South Australia's economy (*Tourism Research Australia, year ending December 2023 and December 2024, 2-year average*). To assist the Jetty Road Mainstreet Committee (JRMC) in making informed and data-driven recommendations to Council that support existing businesses and attract new investment, it is essential to provide timely data and analysis that underpin local economic development initiatives.

While Spendmapp data currently reflects the suburb of Glenelg as a whole, it offers valuable insights into visitor spending patterns. Internal visitors are defined as residents of the City of Holdfast Bay, while external visitors are those from outside the council area. These insights can help guide strategic planning, marketing efforts, performance evaluation and benchmarking against other precincts.

Administration has worked with Geografia to separate data from the whole of Glenelg suburb and define the Jetty Road, Glenelg precinct to enable specialised quarterly precinct reporting. The custom precinct one-off setup cost of \$1,100 and a further annual precinct data fee of \$3,492.50 has been covered by Council's economic development budget. An annual precinct data subscription fee to a maximum of \$5,000 + GST has been included in the Jetty Road Mainstreet Committee's 2026-27 budget. The report includes:

- historic raw data back to July 2018 for the Jetty Road, Glenelg precinct
- monthly raw data csv files, including daily data
- monthly precinct reports

The City of Holdfast Bay whole of suburb data is broken down into 22 categories however the Jetty Road, Glenelg precinct specific data is aggregated into five categories only to protect privacy and commercial in confidence information. The reportable categories for the precinct report are:

- dining and entertainment
- department stores and clothing
- specialised food retailing
- specialised and luxury goods
- all other categories

*Refer Attachment 1*

## Budget

2025-26 Economic development budget  
2026-27 Jetty Road Mainstreet Committee budget, to a maximum of \$5,000

## Life Cycle Costs

Not applicable

## Strategic Plan

Innovation: entrepreneurialism  
Sustainability: resilience in our economy

## Council Policy

Not applicable

## Statutory Provisions

Not applicable

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**Written By:** Business Development Partner

**General Manager:** Strategy and Corporate, Mr A Filipi

# Attachment 1



# Spendmapp



## City of Holdfast Bay

Jetty Rd Glenelg Precinct  
Custom Data Report

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Spendmapp data: January 2019 to October 2025

# Geografia

The global benchmark for  
thoughtful economic, demographic,  
and spatial solutions.

Level 21, 15 Collins St Melbourne VIC 3000

+61 3 9329 9004 | [info@geografia.com.au](mailto:info@geografia.com.au) | [www.geografia.com.au](http://www.geografia.com.au)

## Disclaimer

This document has been prepared by Geografia for the City of Holdfast Bay and is intended for its use. While every effort is made to provide accurate and complete information, Geografia does not warrant or represent that the information contained is free from errors or omissions and accepts no responsibility for any loss, damage, cost or expense (whether direct or indirect) incurred as a result of a person taking action in respect to any representation, statement, or advice referred to in this report. Note that all figures sourced from Spendmapp in this report are current as of 25 November 2025.

# Overview

In October 2025, Total Local Spend in Jetty Rd Glenelg was \$40.7M, which was a 0.1% decrease from the same month last year. The top Expenditure Category was Dining & Entertainment, accounting for \$8.8M or 21.7% of Total Local Spend.

Breaking Total Local Spend down

- Visitor Local Spend was \$26.6M, or 65.5% of Total Local Spend. This was a 3.5% decrease from the same month last year.
- Resident Local Spend was \$14.1M, or 34.5% of Total Local Spend. This was a 7.0% increase from the same month last year.

Looking ahead, the prospect of RBA rate cuts in throughout 2025 brings renewed optimism. Easing financial conditions could stimulate consumer confidence and drive further growth. However, volatility in the global political landscape could have negative flow-on effects on local communities, potentially dampening economic momentum.

## Key Numbers

Region	Total Local Spend	Resident Local Spend	Visitor Local Spend
Jetty Rd Glenelg	\$40.7M	\$14.1M (34.5%)	\$26.6M (65.5%)

Table 1: Expenditure Value by Expenditure Type October 2025,

Percentage share of Total Local Spend in brackets

Source: Spendmapp by Geografia, 2025

## Expenditure Time-Series

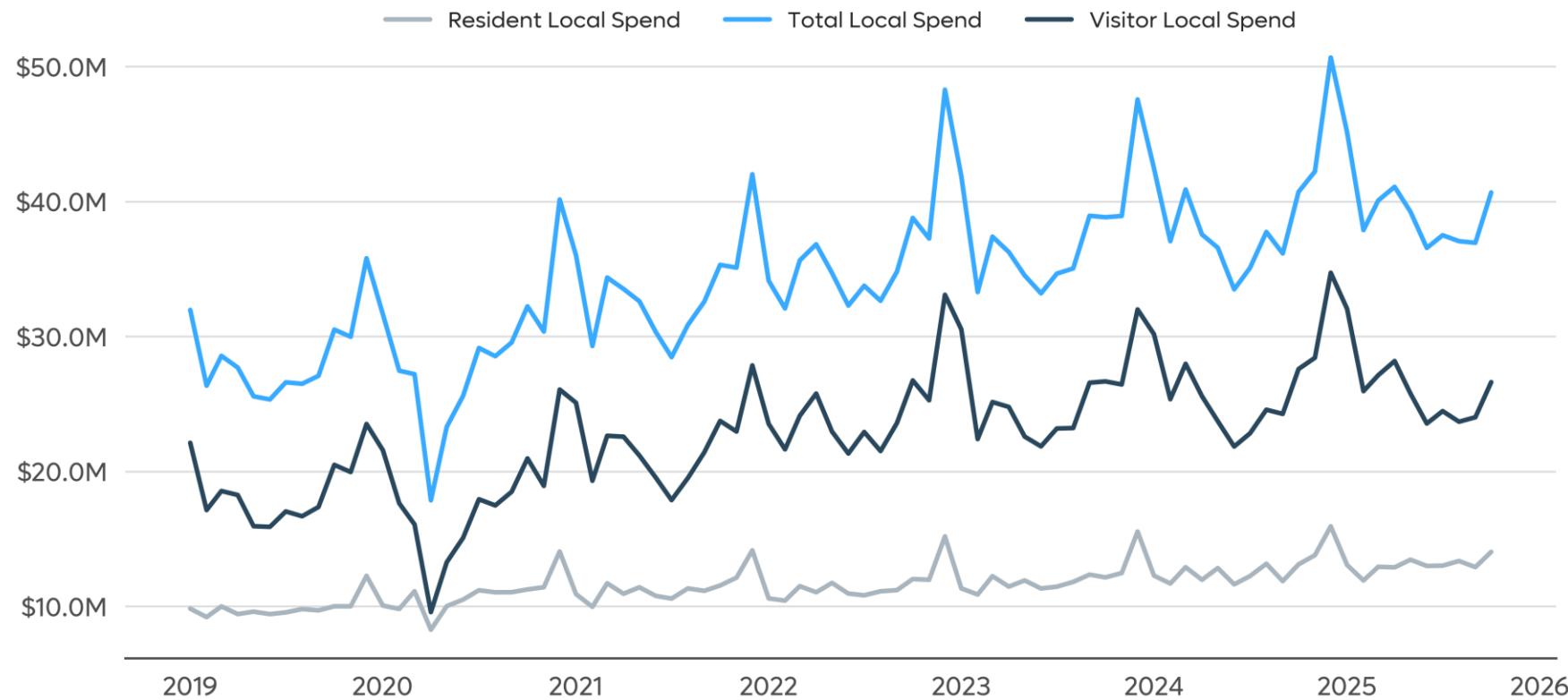


Figure 1: Expenditure by Expenditure Type, Jetty Rd Glenelg, January 2019 to October 2025  
Source: Spendmapp by Geografia, 2025

# Total Local Spend

Jetty Rd Glenelg recorded positive Year-on-Year growth for 9 out of the past 12 months.

Figure 2 highlights (in green) positive year-on-year change and (in red) negative year-on-year change. In Total Local Spend. For the past year, growth in Jetty Rd Glenelg has been mostly positive, showing a satisfactory growth outlook.

Figure 3 shows change of Total Local Spend compared to metropolitan LGAs and the CPI. The graphs show three lines:

1. The growth rate of Total Local Spend of the Jetty Rd Glenelg (in blue).
2. The average growth rate of other metropolitan LGAs (in orange), and a shaded band representing the typical range of growth rates for metropolitan LGAs.
3. The Consumer Price Index (CPI) is included as a benchmark, demonstrating how spending has fluctuated relative to January 2022 levels.

If spending growth is equal to the CPI growth, it means the increase in spending is just enough to keep up with inflation. People are spending more in dollar value but not actually buying more goods or services – they are simply paying higher prices for the same volume of goods and services. When growth is above the CPI, it indicates that spending is growing in real terms. That is, people are buying more goods and services.

From January 2022 to October 2025, Total Local Spend in the City of Holdfast Bay increased by 19.2%. This is below the metropolitan LGA average change of 43.1%, and below the typical range of 33.1% to 43.8% for metropolitan LGAs. During the same period, the Consumer Price Index (CPI) rose by 17.1%.

## Total Local Spend Year-on-Year Growth Rates

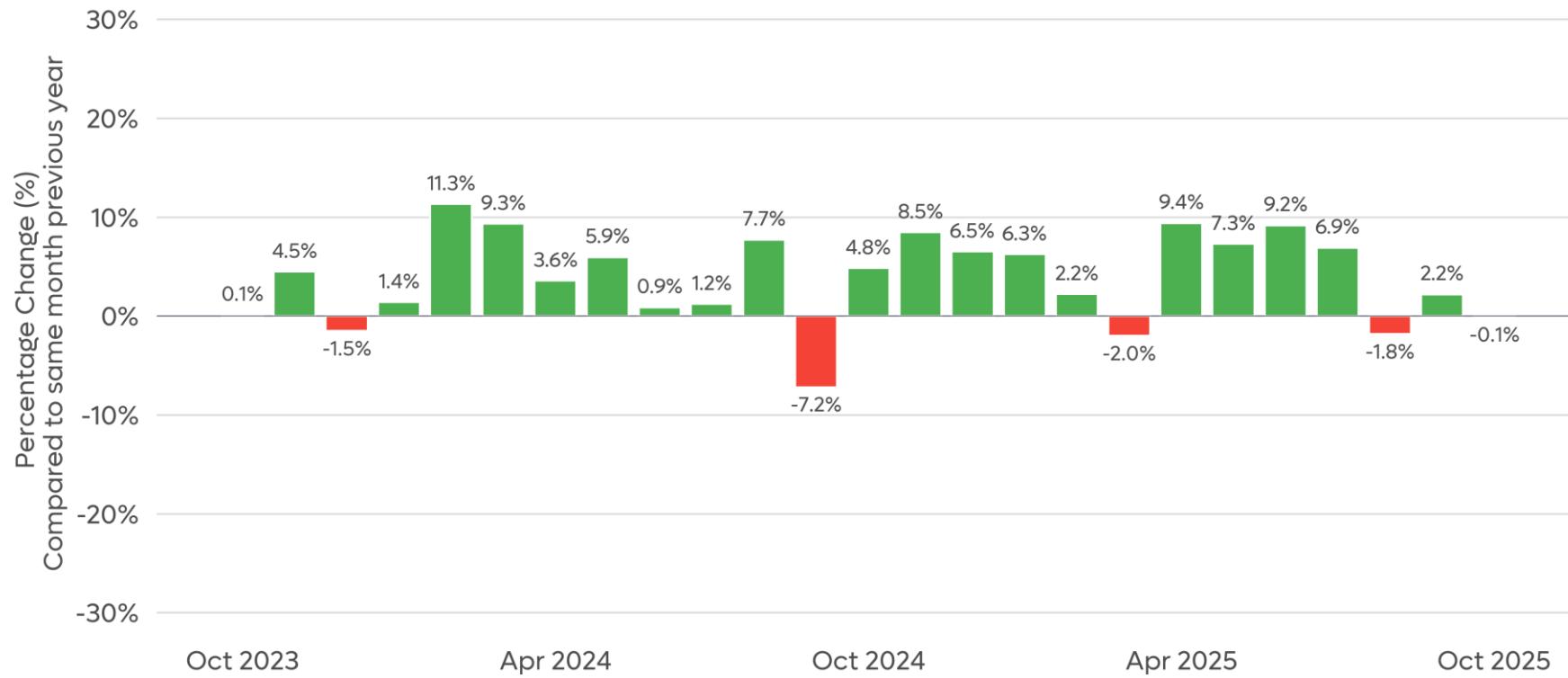


Figure 2: Year-on-Year Change in Total Local Spend, October 2023 to October 2025

Source: Spendmapp by Geografia, 2025

## Total Local Spend index

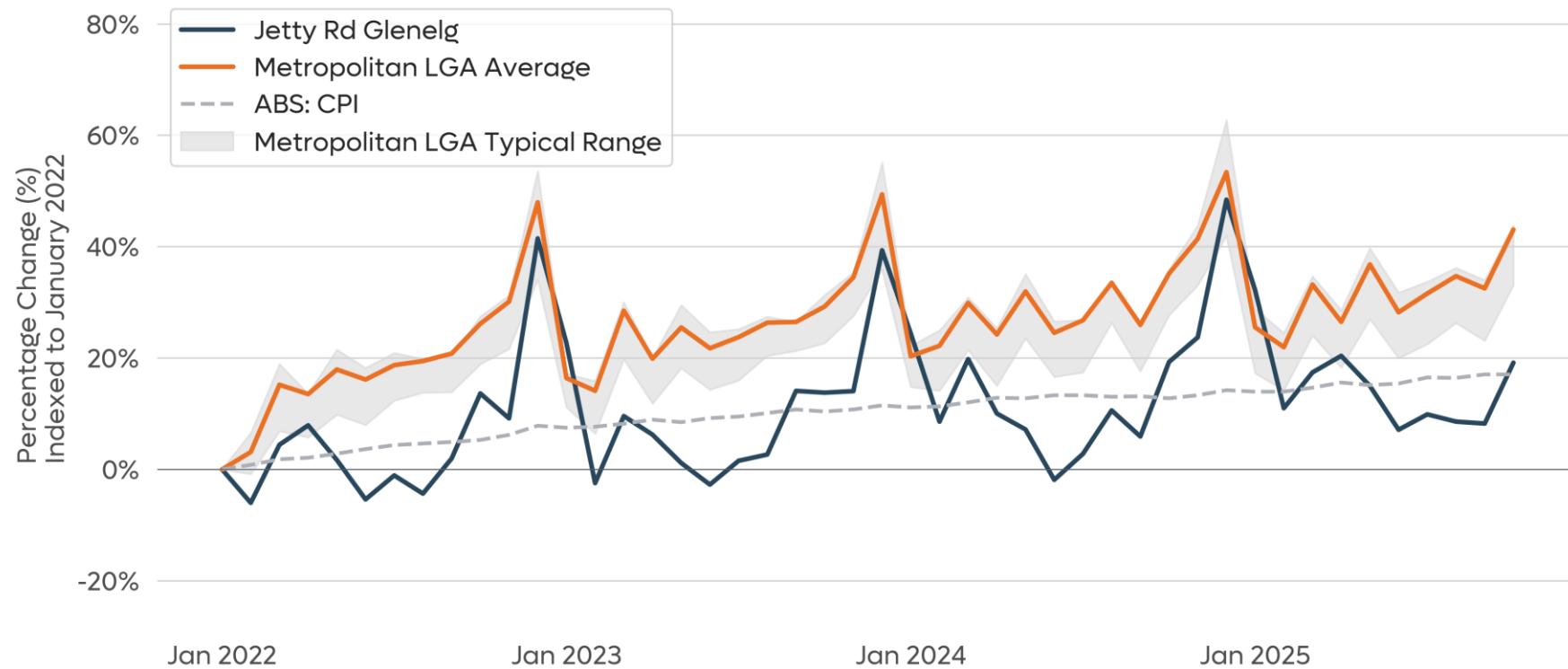


Figure 3: Indexed Total Local Spend Compared to CPI and metropolitan LGAs, January 2022 to October 2025  
Source: Spendmapp by Geografia, 2025

## Spend for Jetty Rd Glenelg

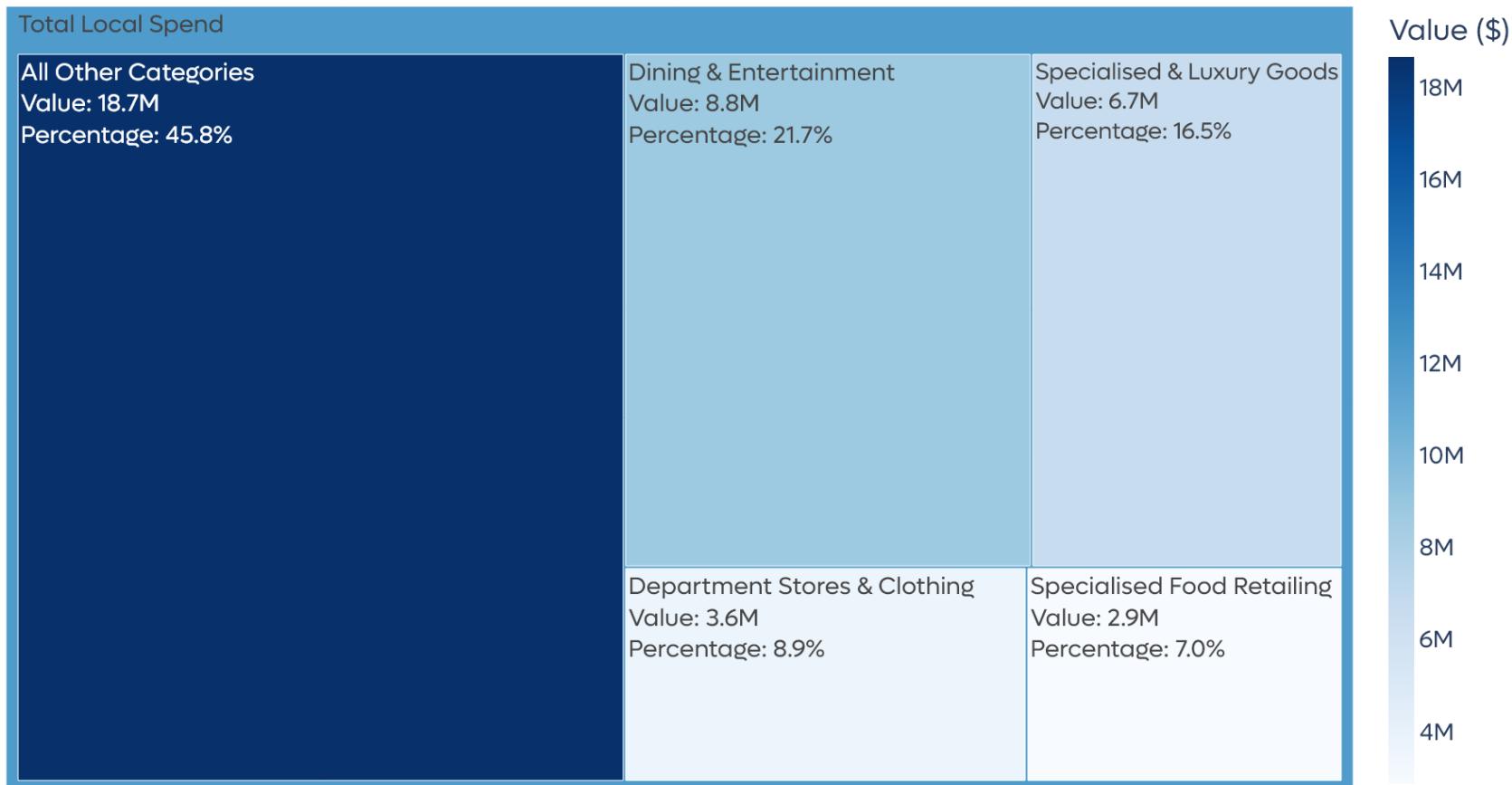


Figure 4: Breakdown of Total Local Spend, Jetty Rd Glenelg, October 2025

Source: Spendmapp by Geografia, 2025

Figure 4 visualises the breakdown of Total Local Spend by expenditure categories using a treemap. Only the top categories are displayed, with all remaining categories aggregated.

## Resident Local Spend

Stability in Resident Local Spend is essential for sustaining local businesses and services.

Resident local spending plays a vital role in the local economy by providing businesses and services with a consistent source of revenue. This consistent flow of income promotes business growth, sustains employment, and supports overall community development. It also has more tangible benefits such as community creation and potentially reduced travel times and congestion.

A stable pattern of spending allows businesses to not only survive but also innovate, improving their products and services to better serve the community. Additionally, a thriving local business ecosystem attracts visitors, further boosting the local economy.

Figures 5-6 provide an abridged version of the visualisations from the Total Local Spend section, filtered specifically for Resident Local Spend.

## Resident Local Spend Year-on-Year Growth Rates

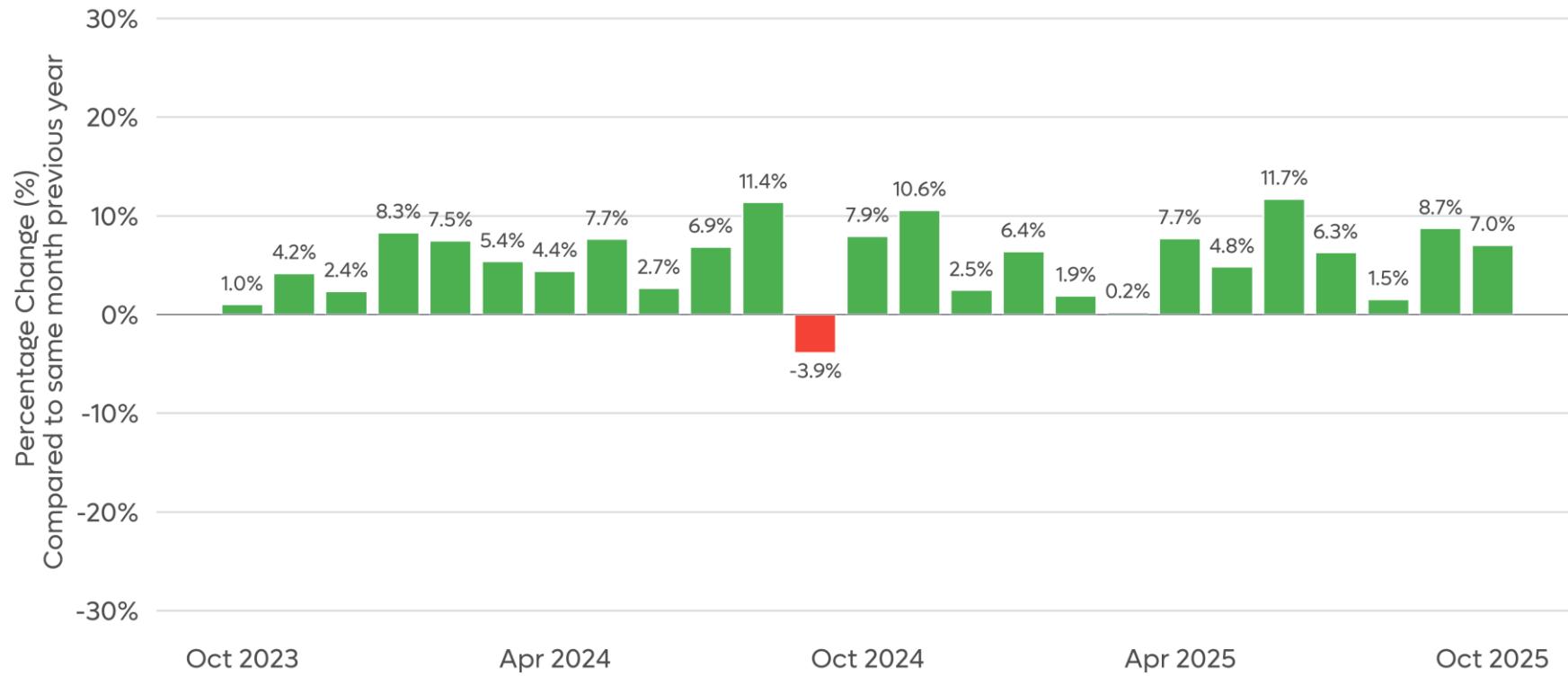


Figure 5: Year-on-year change in Resident Local Spend, October 2023 to October 2025

Source: Spendmapp by Geografia, 2025

## Spend for Jetty Rd Glenelg

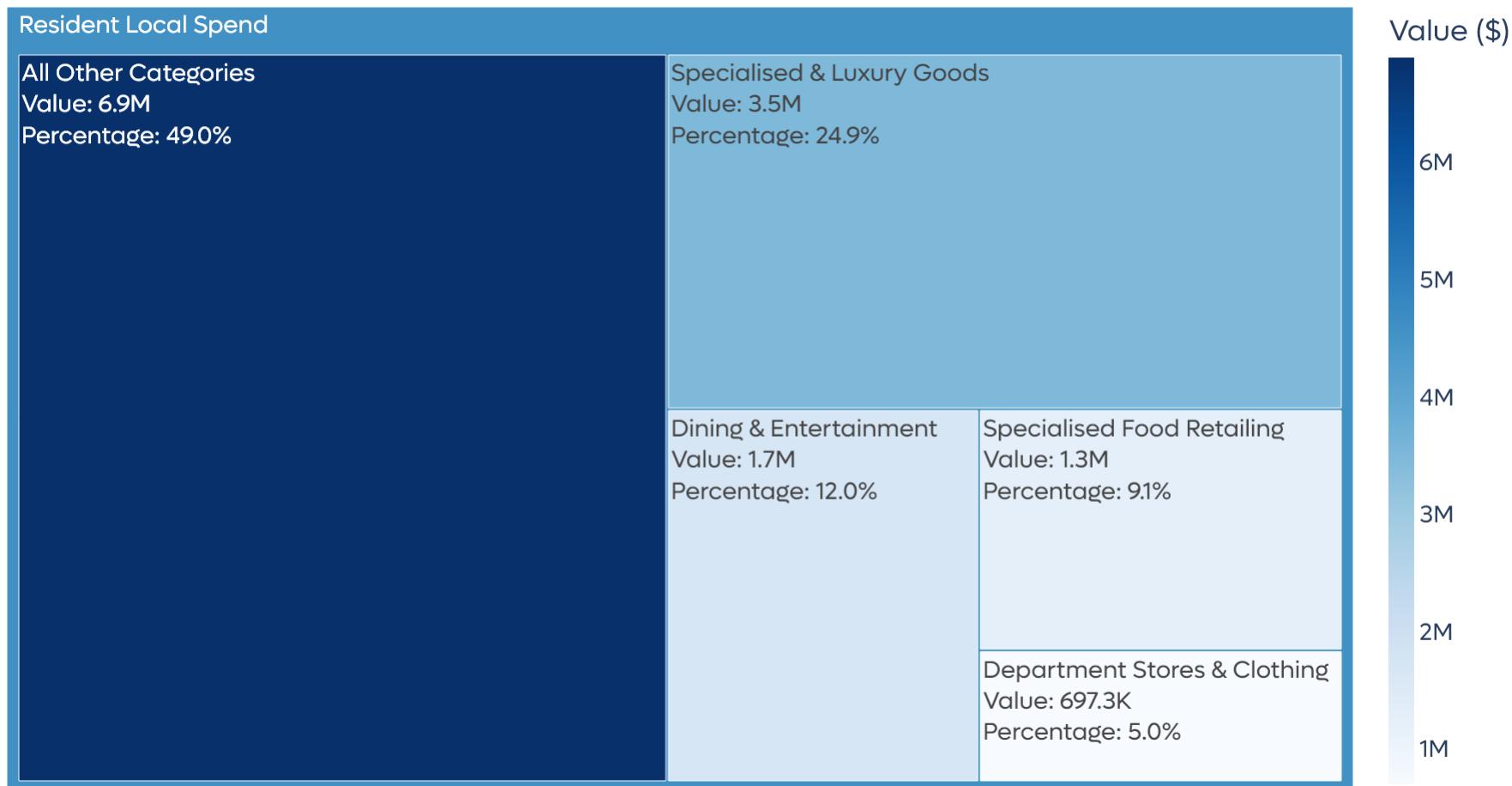


Figure 6: Breakdown of Resident Local Spend, Jetty Rd Glenelg, October 2025

Source: Spendmapp by Geografia, 2025

## Visitor Local Spend

Visitor spending is vital but can be volatile. This volatility needs to be monitored and managed as it can impact on local economic resilience.

Even more so than for resident spending, an analysis of Visitor Local Spend by category can reveal both strengths and weaknesses in the economy. For example, economic resilience is very dependent on economic diversity. Relying on high levels of visitor spending comes with risks, as we often see extreme volatility in this spending (e.g., a significant drop in winter). Ideally, visitor spending should be steady throughout the year, spread across your Expenditure Categories, and matched by robust resident spending.

Figures 7-8 are visualisations from the Total Local Spend section, filtered specifically for Visitor Local Spend.

In October 2025, visitors to Jetty Rd Glenelg from elsewhere in the City of Holdfast Bay spent \$14.1M or 40.8% of spending from the top 20 visitor origins. From outside the City of Holdfast Bay, the biggest spending visitors came from Marion. These visitors contributed \$5.9M (17.2%) (Figure 9).

## Visitor Local Spend Year-on-Year Growth Rates

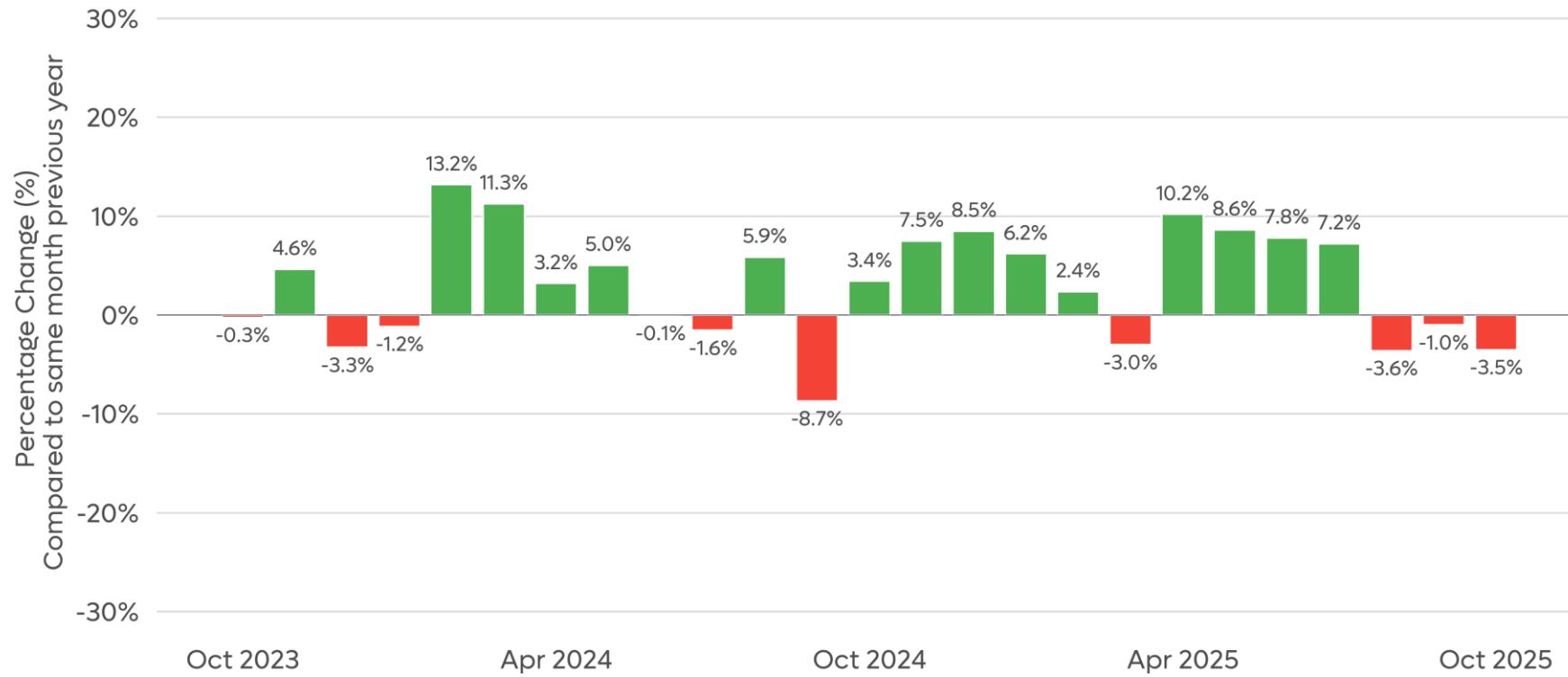


Figure 7: Year-on-Year Change in Visitor Local Spend, October 2023 to October 2025

Source: Spendmapp by Geografia, 2025

## Spend for Jetty Rd Glenelg

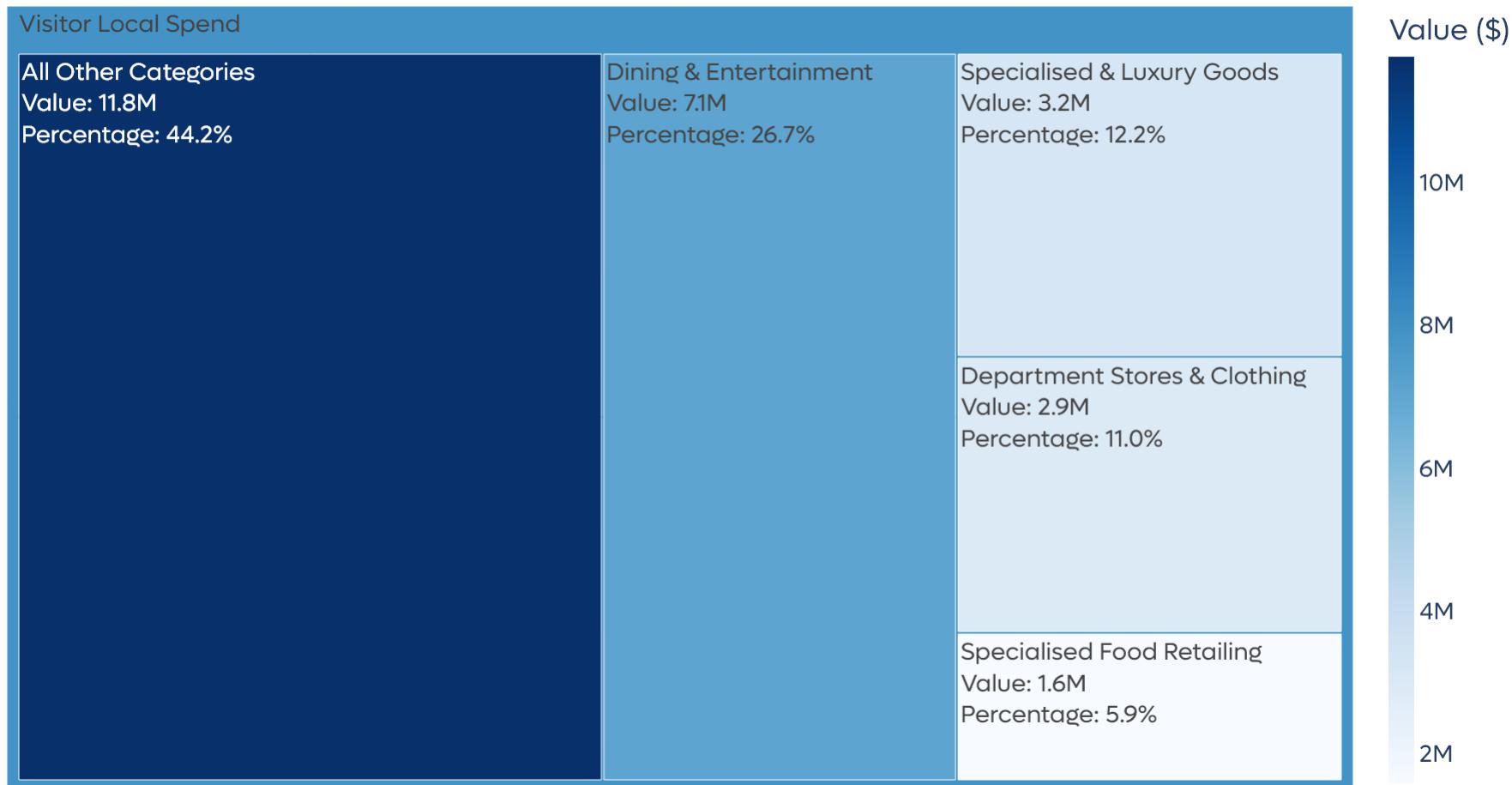


Figure 8: Breakdown of Visitor Local Spend, Jetty Rd Glenelg, October 2025

Source: Spendmapp by Geografia, 2025

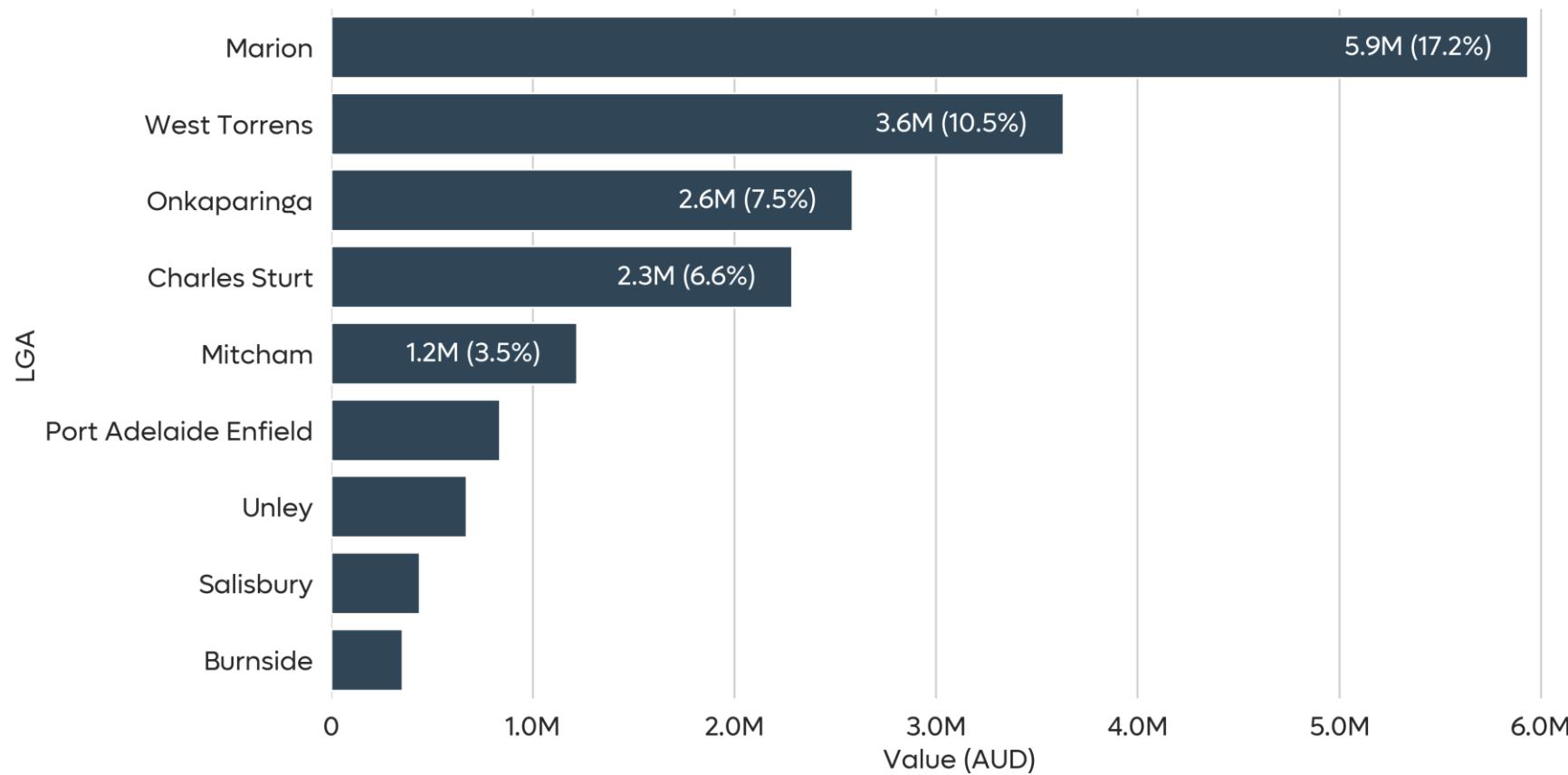


Figure 9: Top Visitor LGAs to Jetty Rd Glenelg (excluding City of Holdfast Bay, percentages are with respect to the top 20 visitor origins), October 2025  
Source: Spendmapp by Geografia, 2025

# Daily Analysis

Daily level data expose short-term shifts and seasonal shocks, providing a granular view of economic fluctuations.

Figure 10 shows Total Local Spend at a daily frequency, highlighting the highest and lowest spending days. The biggest spending day in October 2025 was Saturday 04 October when Total Local Spending was \$1.9M.

Figure 11 visualises the average Total Local Spend over various months and by day of the week. Each row represents a month, while each column corresponds to a day from Sunday to Saturday. The colour intensity in each cell indicates the level of spending: lighter shades signify lower spending amounts, while darker shades represent higher spending.

This visual tool helps us understand patterns in local spending behaviour, highlighting which days and months experience the most activity. For instance, Saturday consistently record high levels of spending throughout the year, while Monday tend to be quieter spending periods.

## Key Numbers

Region	Lowest	Highest
Jetty Rd Glenelg	Monday 1.1M	Saturday 1.6M

Table 2: Lowest and Highest Average Spending by Day of Week, October 2023 to October 2025

Average Value of Total Local Spend in Brackets

Source: Spendmapp by Geografia, 2025

## Daily Total Local Spend

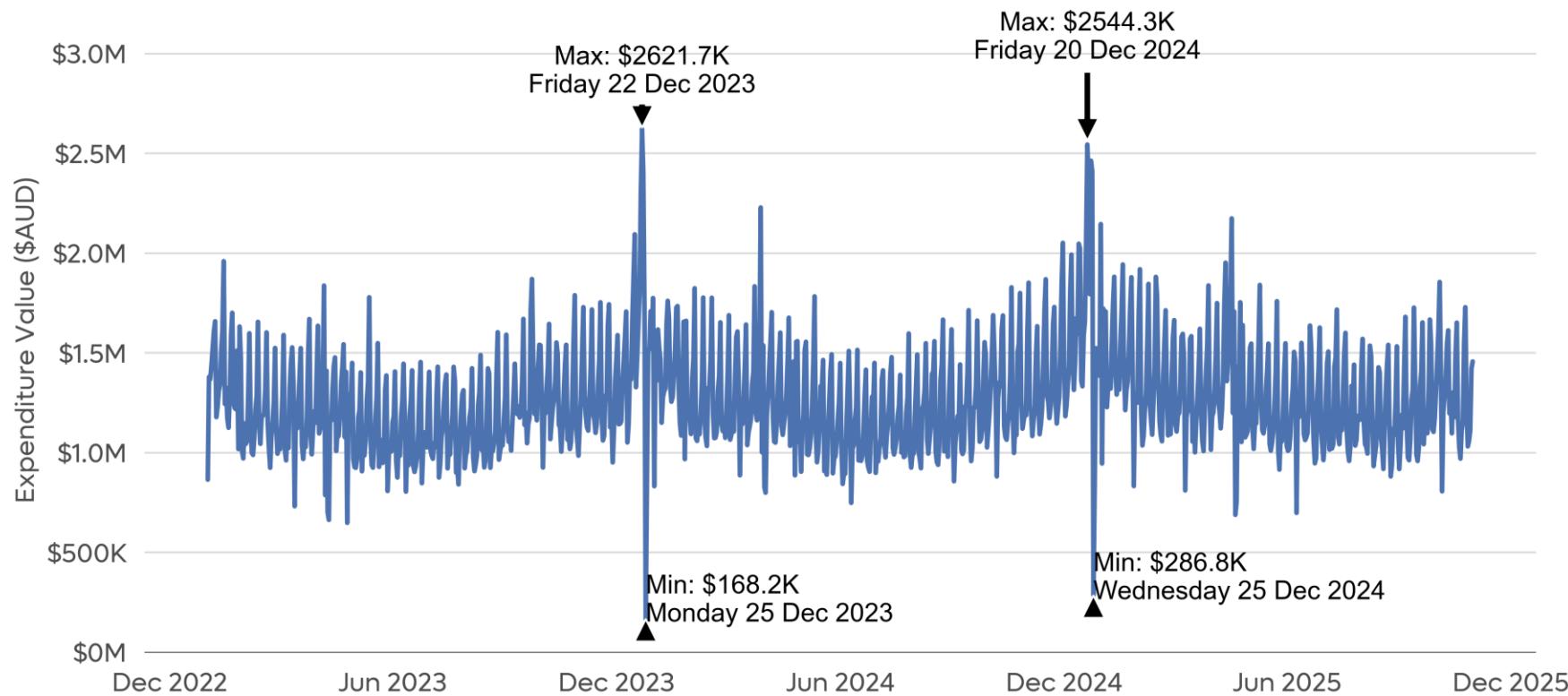


Figure 10: Highest and Lowest Spending Days, October 2023 to October 2025

Source: Spendmapp by Geografia, 2025

## Total Local Spend by Month and Day of the Week

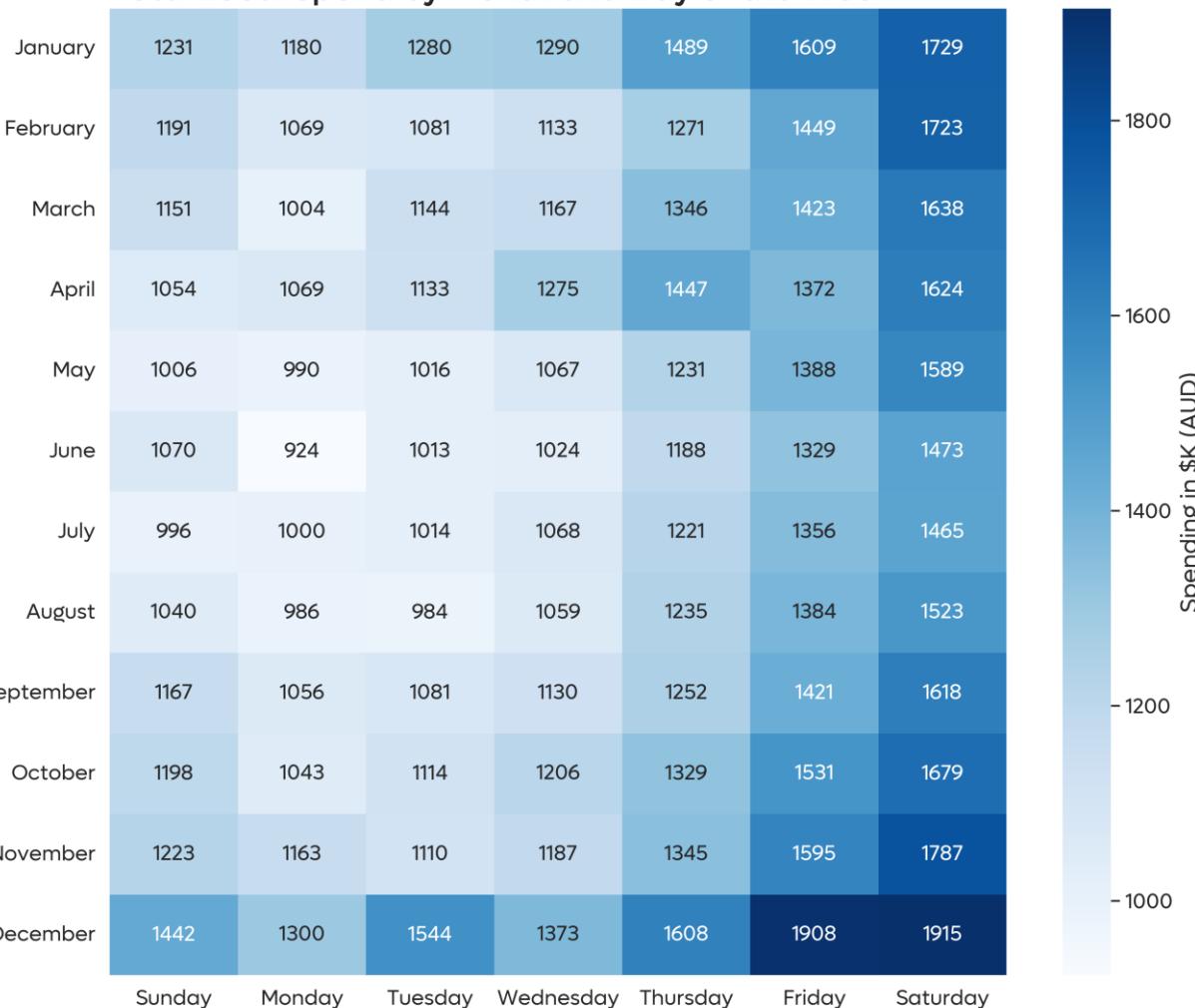


Figure 11: Heatmap of Total Local Spend by Month and Day of Week, October 2023 to October 2025  
 Source: Spendmapp by Geografia, 2025

# Contact

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**Spendmapp**



City of Holdfast Bay

Jetty Rd Glenelg Precinct  
Custom Data Report

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Spendmapp data: January 2019 to November 2025

# Geografia

The global benchmark for  
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## Disclaimer

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# Overview

In November 2025, Total Local Spend in Jetty Rd Glenelg was \$39.7M, which was a 6.0% decrease from the same month last year. The top Expenditure Category was Dining & Entertainment, accounting for \$9.5M or 23.9% of Total Local Spend.

Breaking Total Local Spend down

- Visitor Local Spend was \$25.6M, or 64.4% of Total Local Spend. This was a 10.0% decrease from the same month last year.
- Resident Local Spend was \$14.1M, or 35.6% of Total Local Spend. This was a 2.3% increase from the same month last year.

Looking ahead, the prospect of RBA rate cuts in throughout 2025 brings renewed optimism. Easing financial conditions could stimulate consumer confidence and drive further growth. However, volatility in the global political landscape could have negative flow-on effects on local communities, potentially dampening economic momentum.

## Key Numbers

Region	Total Local Spend	Resident Local Spend	Visitor Local Spend
Jetty Rd Glenelg	\$39.7M	\$14.1M (35.6%)	\$25.6M (64.4%)

Table 1: Expenditure Value by Expenditure Type November 2025,

Percentage share of Total Local Spend in brackets

Source: Spendmapp by Geografia, 2025

## Expenditure Time-Series

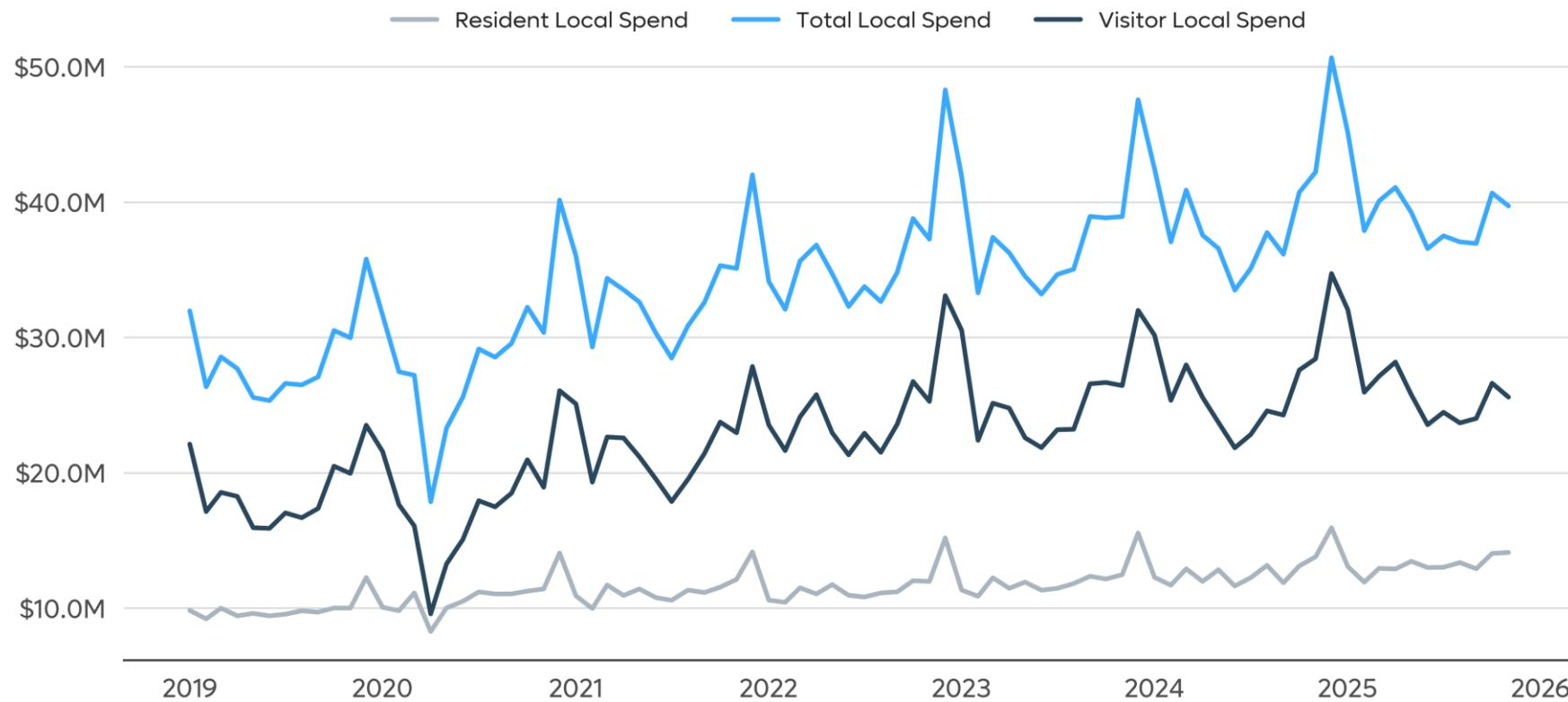


Figure 1: Expenditure by Expenditure Type, Jetty Rd Glenelg, January 2019 to November 2025

Source: Spendmapp by Geografia, 2025

# Total Local Spend

Jetty Rd Glenelg recorded positive Year-on-Year growth for 8 out of the past 12 months.

Figure 2 highlights (in green) positive year-on-year change and (in red) negative year-on-year change. In Total Local Spend. For the past year, growth in Jetty Rd Glenelg has been mostly positive, showing a satisfactory growth outlook.

Figure 3 shows change of Total Local Spend compared to metropolitan LGAs and the CPI. The graphs show three lines:

1. The growth rate of Total Local Spend of the Jetty Rd Glenelg (in blue).
2. The average growth rate of other metropolitan LGAs (in orange), and a shaded band representing the typical range of growth rates for metropolitan LGAs.
3. The Consumer Price Index (CPI) is included as a benchmark, demonstrating how spending has fluctuated relative to January 2022 levels.

If spending growth is equal to the CPI growth, it means the increase in spending is just enough to keep up with inflation. People are spending more in dollar value but not actually buying more goods or services – they are simply paying higher prices for the same volume of goods and services. When growth is above the CPI, it indicates that spending is growing in real terms. That is, people are buying more goods and services.

From January 2022 to November 2025, Total Local Spend in the City of Holdfast Bay increased by 16.4%. This is below the metropolitan LGA average change of 43.1%, and below the typical range of 33.1% to 43.8% for metropolitan LGAs. During the same period, the Consumer Price Index (CPI) rose by 17.1%.

## Total Local Spend Year-on-Year Growth Rates

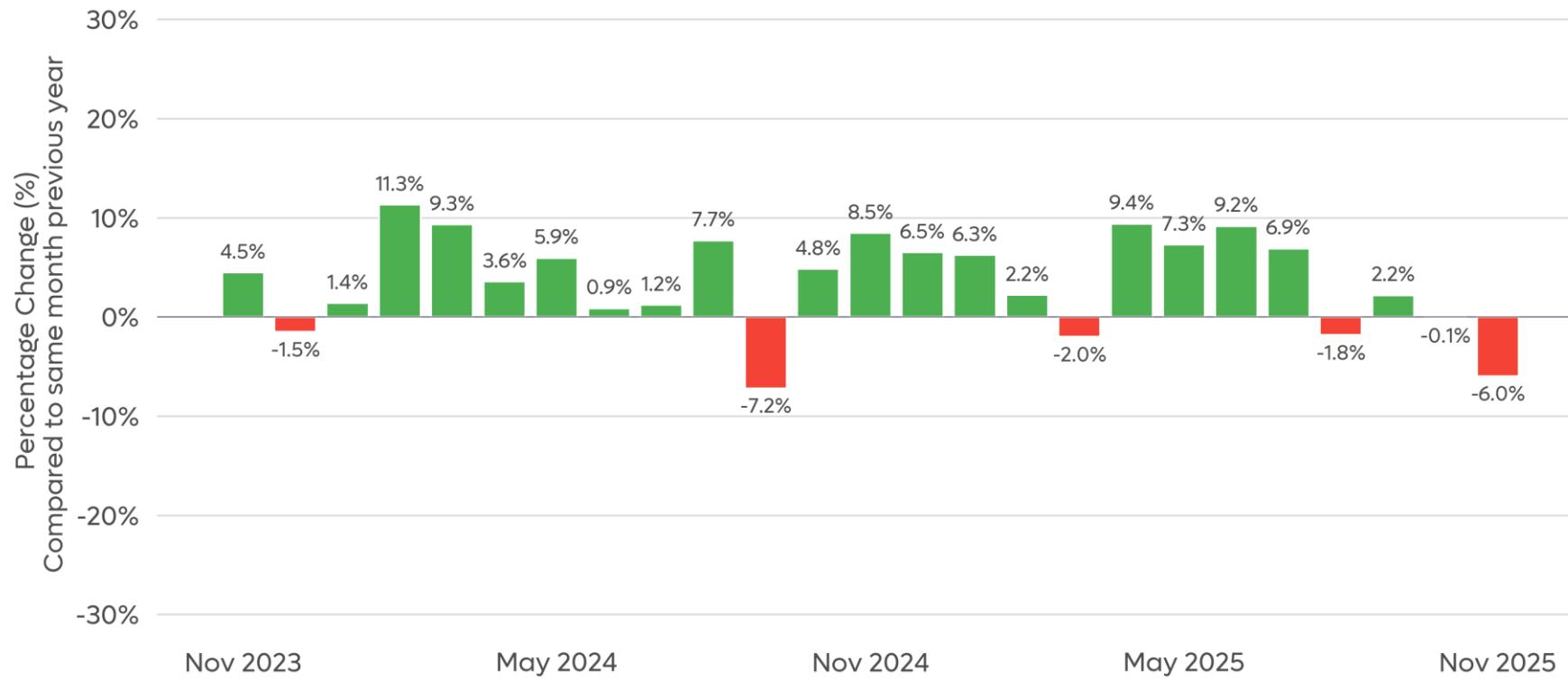


Figure 2: Year-on-Year Change in Total Local Spend, November 2023 to November 2025

Source: Spendmapp by Geografia, 2025

## Total Local Spend index

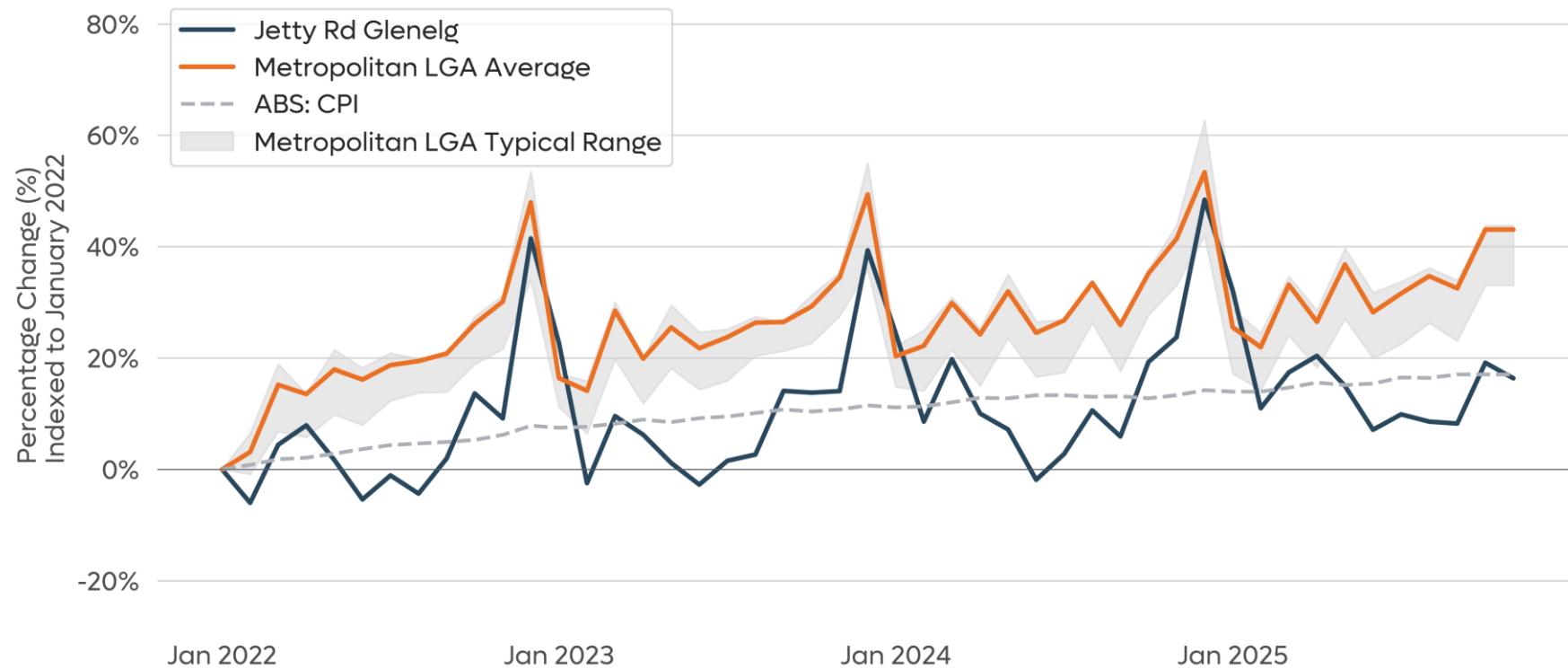


Figure 3: Indexed Total Local Spend Compared to CPI and metropolitan LGAs, January 2022 to November 2025  
Source: Spendmapp by Geografia, 2025

## Spend for Jetty Rd Glenelg

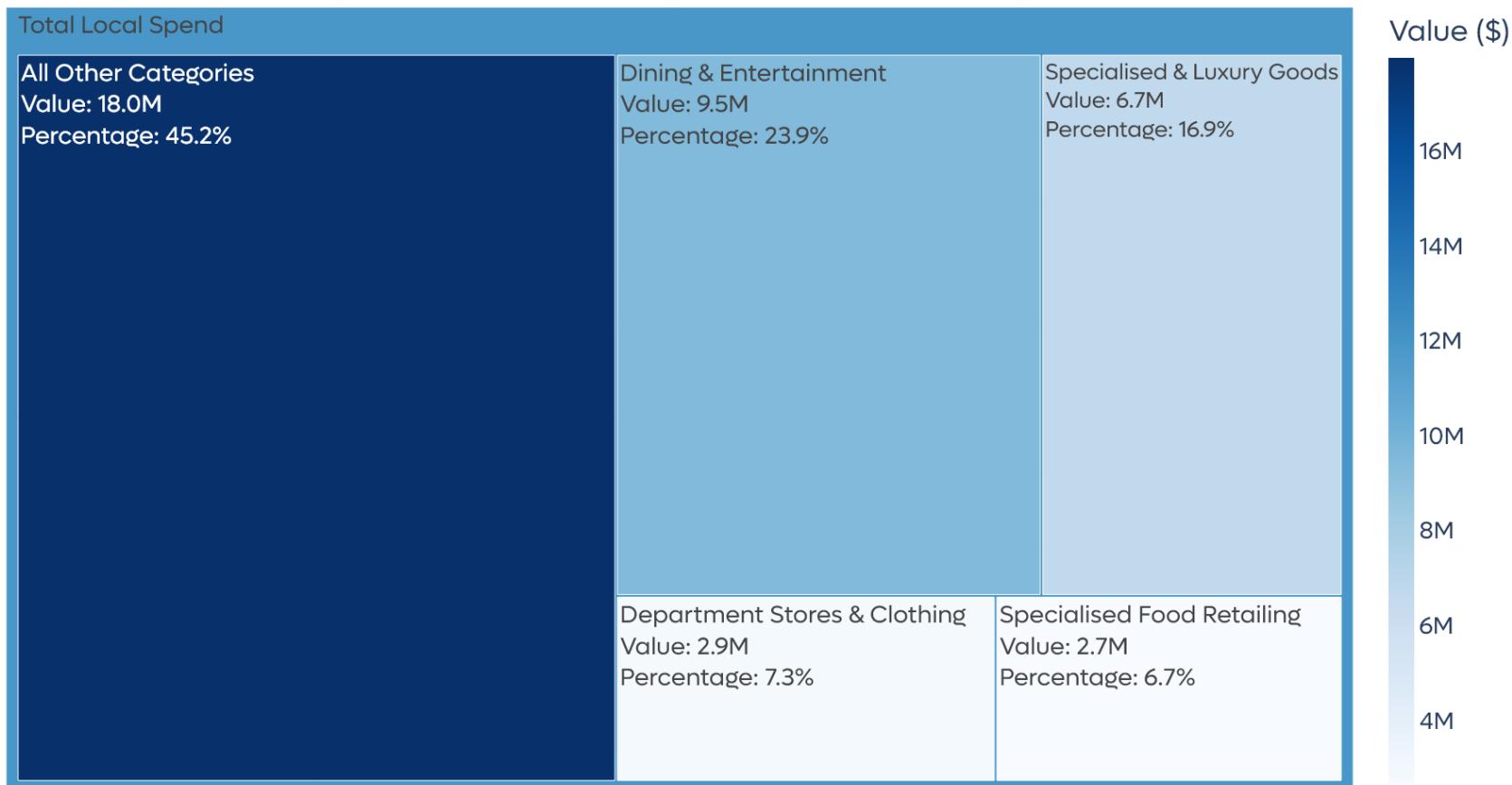


Figure 4: Breakdown of Total Local Spend, Jetty Rd Glenelg, November 2025

Source: Spendmapp by Geografia, 2025

Figure 4 visualises the breakdown of Total Local Spend by expenditure categories using a treemap. Only the top categories are displayed, with all remaining categories aggregated.

## Resident Local Spend

Stability in Resident Local Spend is essential for sustaining local businesses and services.

Resident local spending plays a vital role in the local economy by providing businesses and services with a consistent source of revenue. This consistent flow of income promotes business growth, sustains employment, and supports overall community development. It also has more tangible benefits such as community creation and potentially reduced travel times and congestion.

A stable pattern of spending allows businesses to not only survive but also innovate, improving their products and services to better serve the community. Additionally, a thriving local business ecosystem attracts visitors, further boosting the local economy.

Figures 5-6 provide an abridged version of the visualisations from the Total Local Spend section, filtered specifically for Resident Local Spend.

## Resident Local Spend Year-on-Year Growth Rates

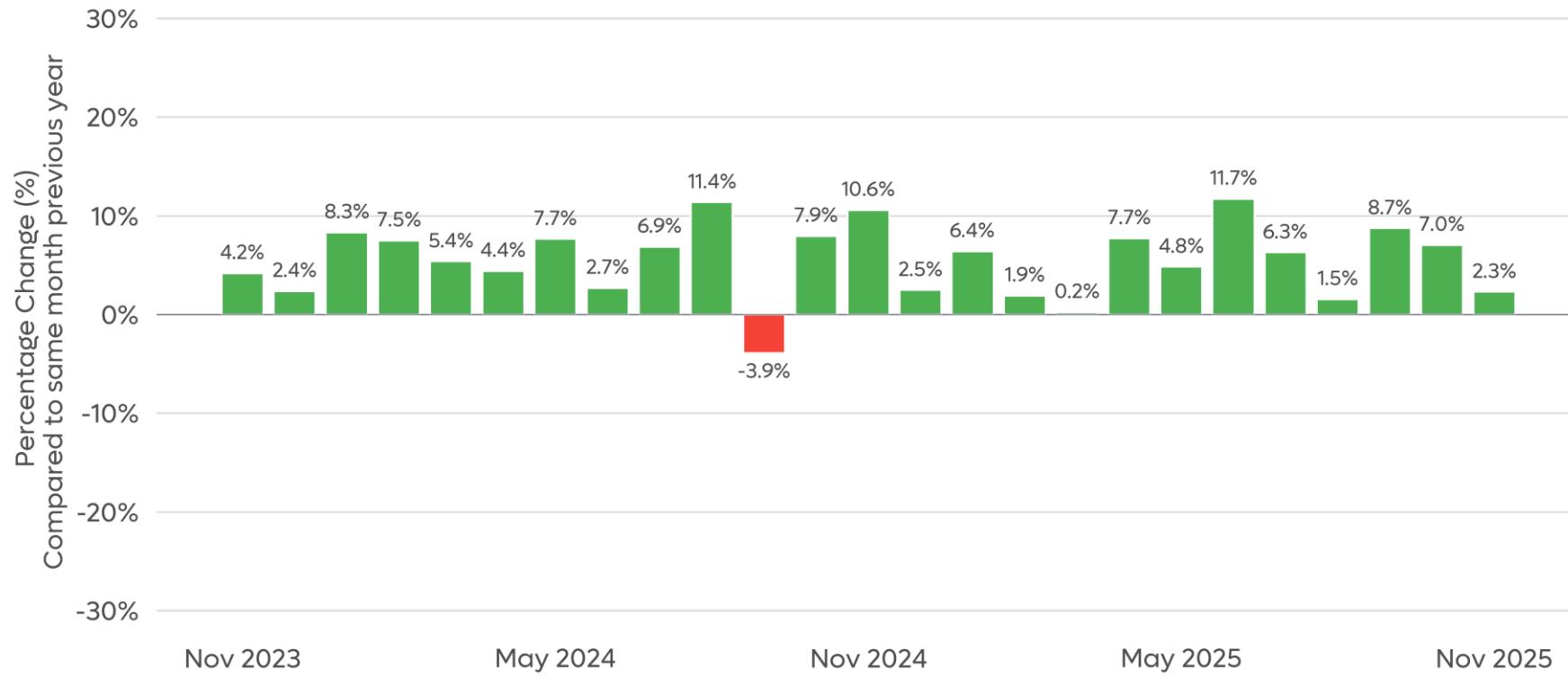


Figure 5: Year-on-year change in Resident Local Spend, November 2023 to November 2025

Source: Spendmapp by Geografia, 2025

## Spend for Jetty Rd Glenelg

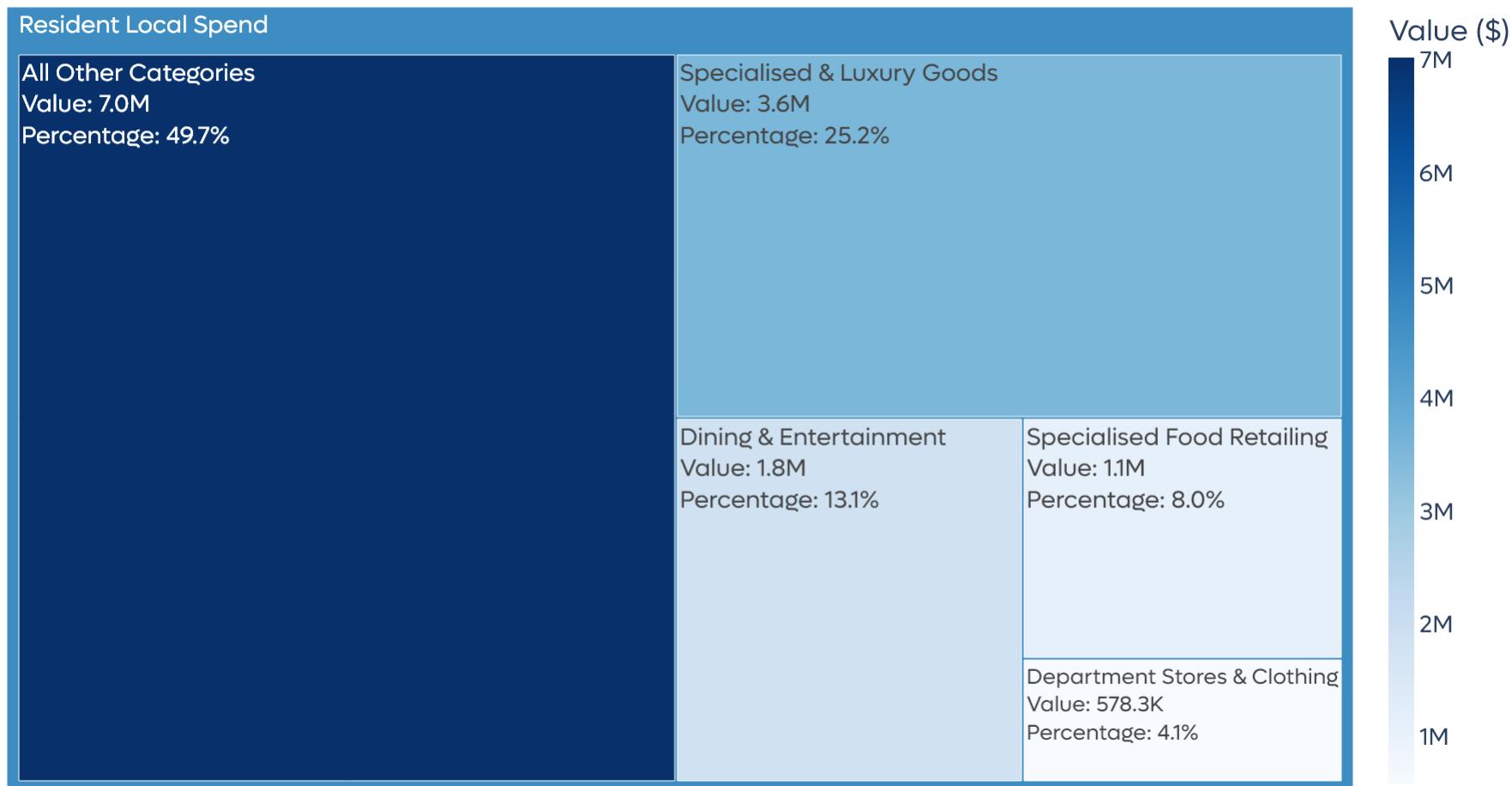


Figure 6: Breakdown of Resident Local Spend, Jetty Rd Glenelg, November 2025

Source: Spendmapp by Geografia, 2025

## Visitor Local Spend

Visitor spending is vital but can be volatile. This volatility needs to be monitored and managed as it can impact on local economic resilience.

Even more so than for resident spending, an analysis of Visitor Local Spend by category can reveal both strengths and weaknesses in the economy. For example, economic resilience is very dependent on economic diversity. Relying on high levels of visitor spending comes with risks, as we often see extreme volatility in this spending (e.g., a significant drop in winter). Ideally, visitor spending should be steady throughout the year, spread across your Expenditure Categories, and matched by robust resident spending.

Figures 7-8 are visualisations from the Total Local Spend section, filtered specifically for Visitor Local Spend.

In November 2025, visitors to Jetty Rd Glenelg from elsewhere in the City of Holdfast Bay spent \$14.1M or 42.2% of spending from the top 20 visitor origins. From outside the City of Holdfast Bay, the biggest spending visitors came from Marion. These visitors contributed \$5.8M (17.4%) (Figure 9).

## Visitor Local Spend Year-on-Year Growth Rates

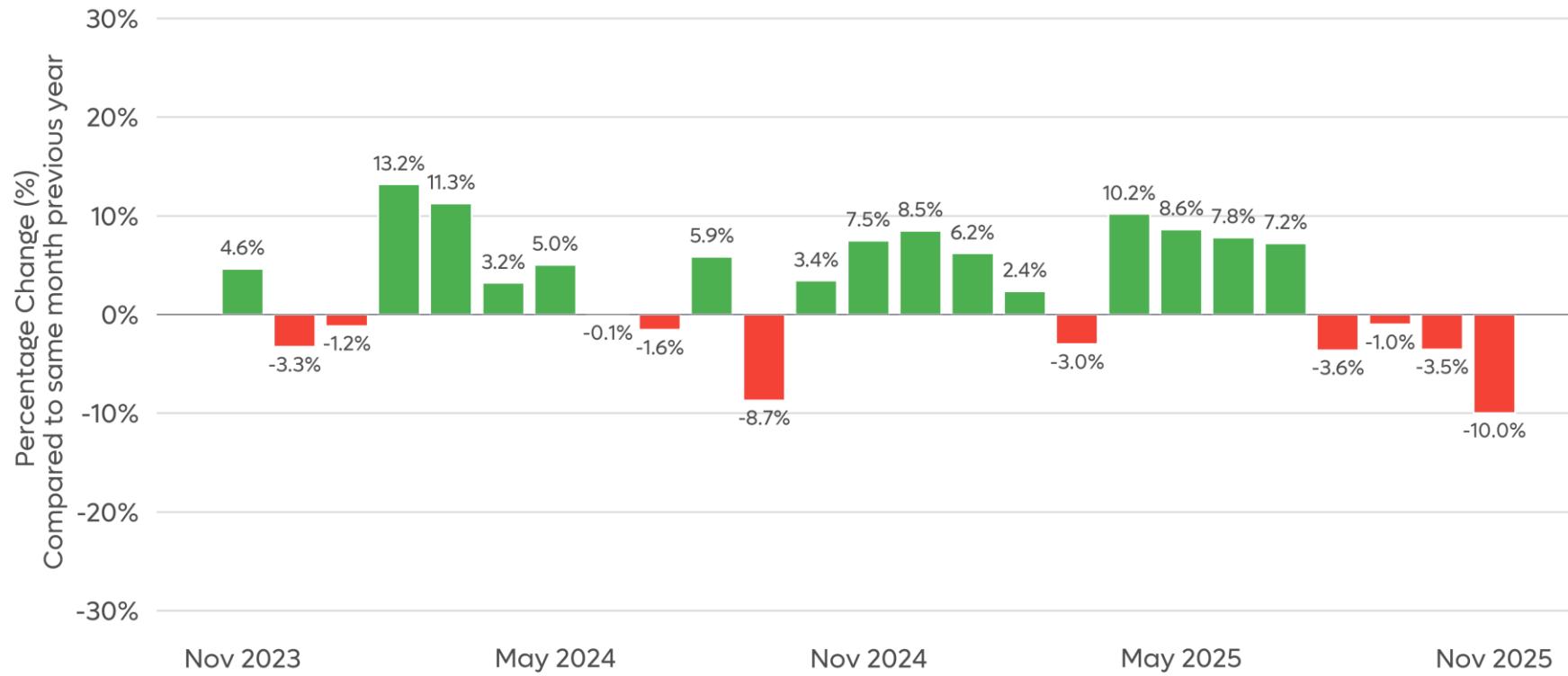


Figure 7: Year-on-Year Change in Visitor Local Spend, November 2023 to November 2025

Source: Spendmapp by Geografia, 2025

## Spend for Jetty Rd Glenelg

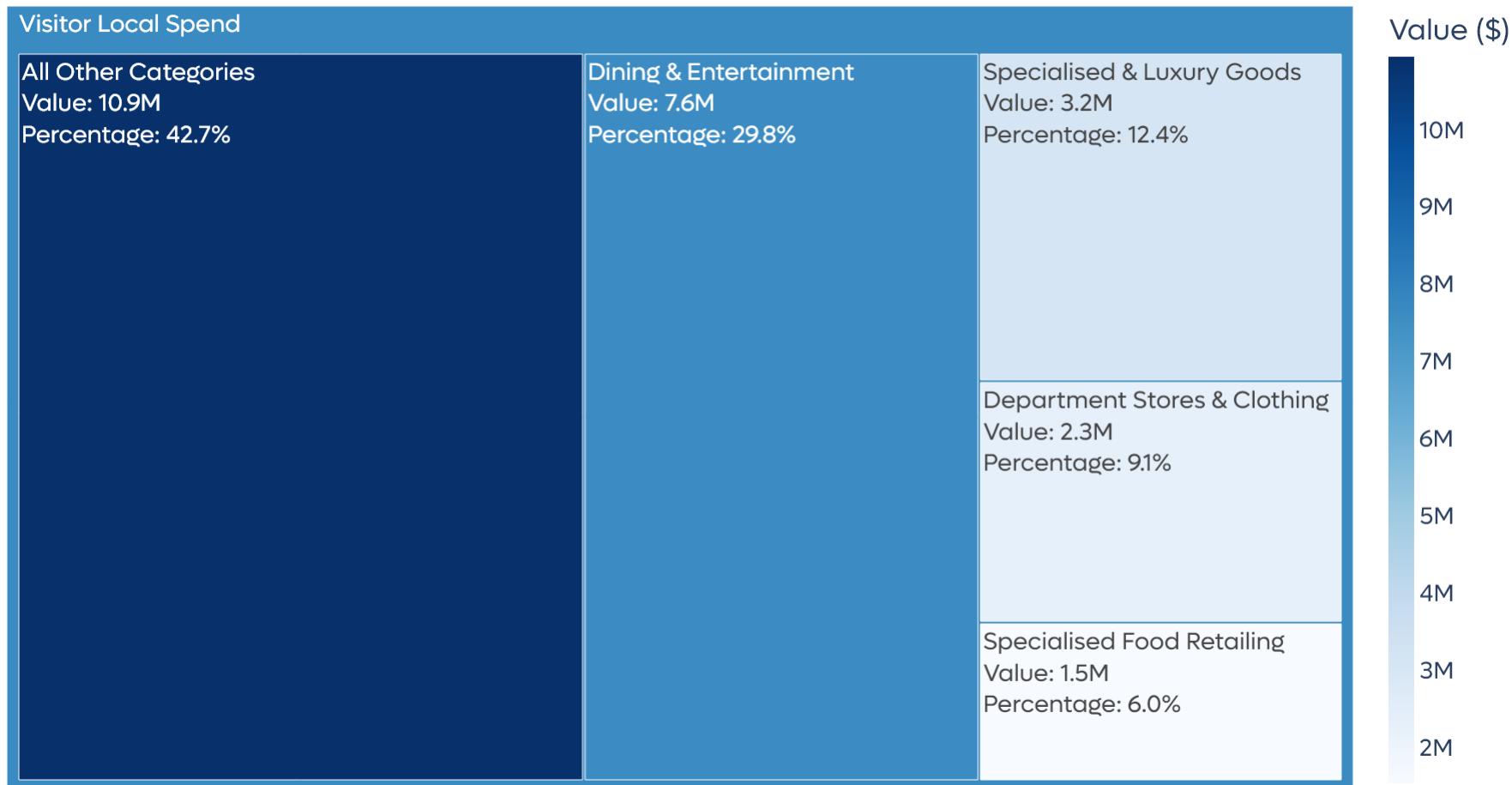


Figure 8: Breakdown of Visitor Local Spend, Jetty Rd Glenelg, November 2025

Source: Spendmapp by Geografia, 2025

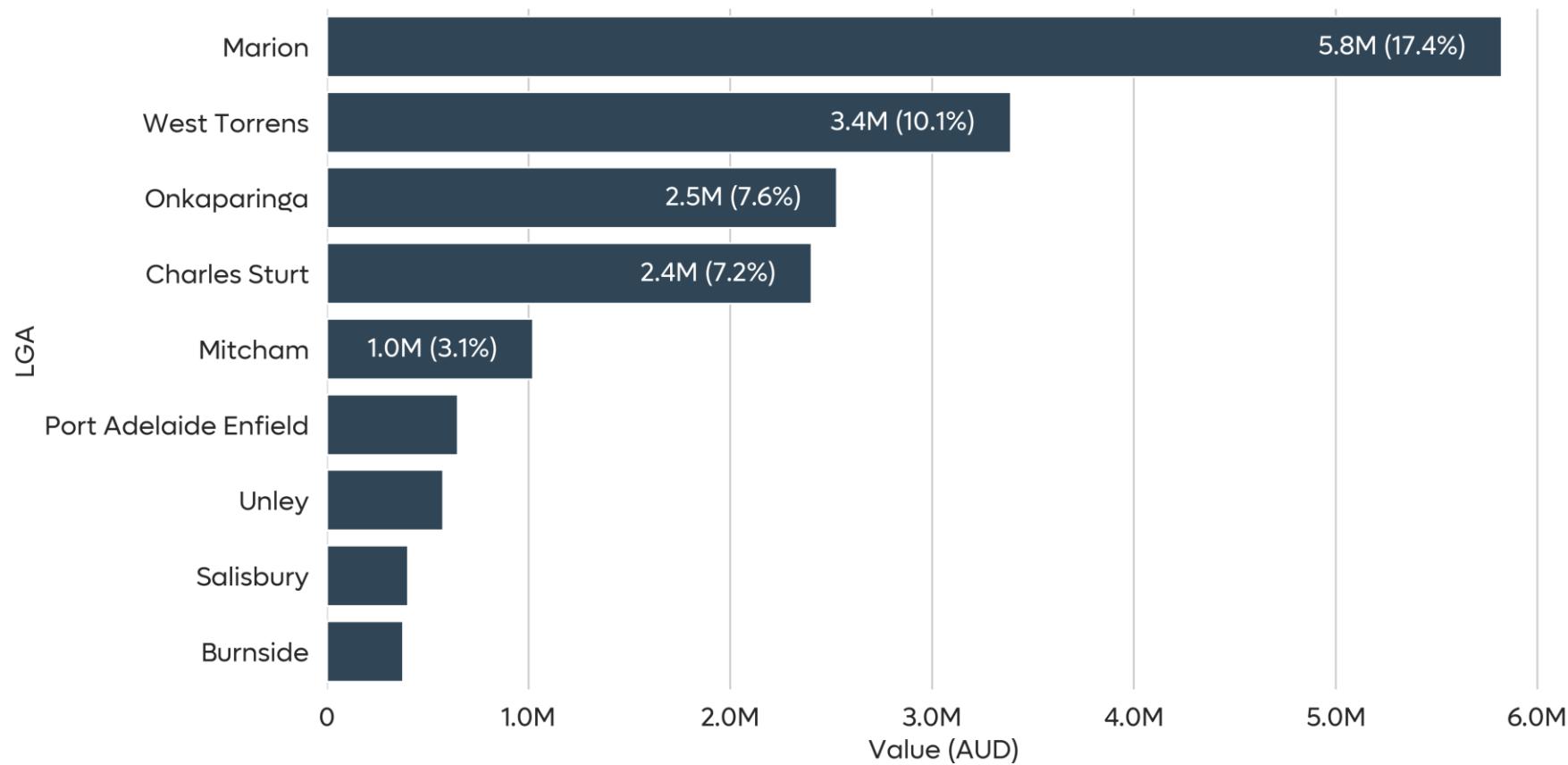


Figure 9: Top Visitor LGAs to Jetty Rd Glenelg (excluding City of Holdfast Bay, percentages are with respect to the top 20 visitor origins), November 2025

Source: Spendmapp by Geografia, 2025

# Daily Analysis

Daily level data expose short-term shifts and seasonal shocks, providing a granular view of economic fluctuations.

Figure 10 shows Total Local Spend at a daily frequency, highlighting the highest and lowest spending days. The biggest spending day in November 2025 was Saturday 29 November when Total Local Spending was \$1.9M.

Figure 11 visualises the average Total Local Spend over various months and by day of the week. Each row represents a month, while each column corresponds to a day from Sunday to Saturday. The colour intensity in each cell indicates the level of spending: lighter shades signify lower spending amounts, while darker shades represent higher spending.

This visual tool helps us understand patterns in local spending behaviour, highlighting which days and months experience the most activity. For instance, Saturday consistently record high levels of spending throughout the year, while Monday tend to be quieter spending periods.

## Key Numbers

Region	Lowest	Highest
Jetty Rd Glenelg	Monday 1.1M	Saturday 1.6M

Table 2: Lowest and Highest Average Spending by Day of Week, November 2023 to November 2025

Average Value of Total Local Spend in Brackets

Source: Spendmapp by Geografia, 2025

## Daily Total Local Spend

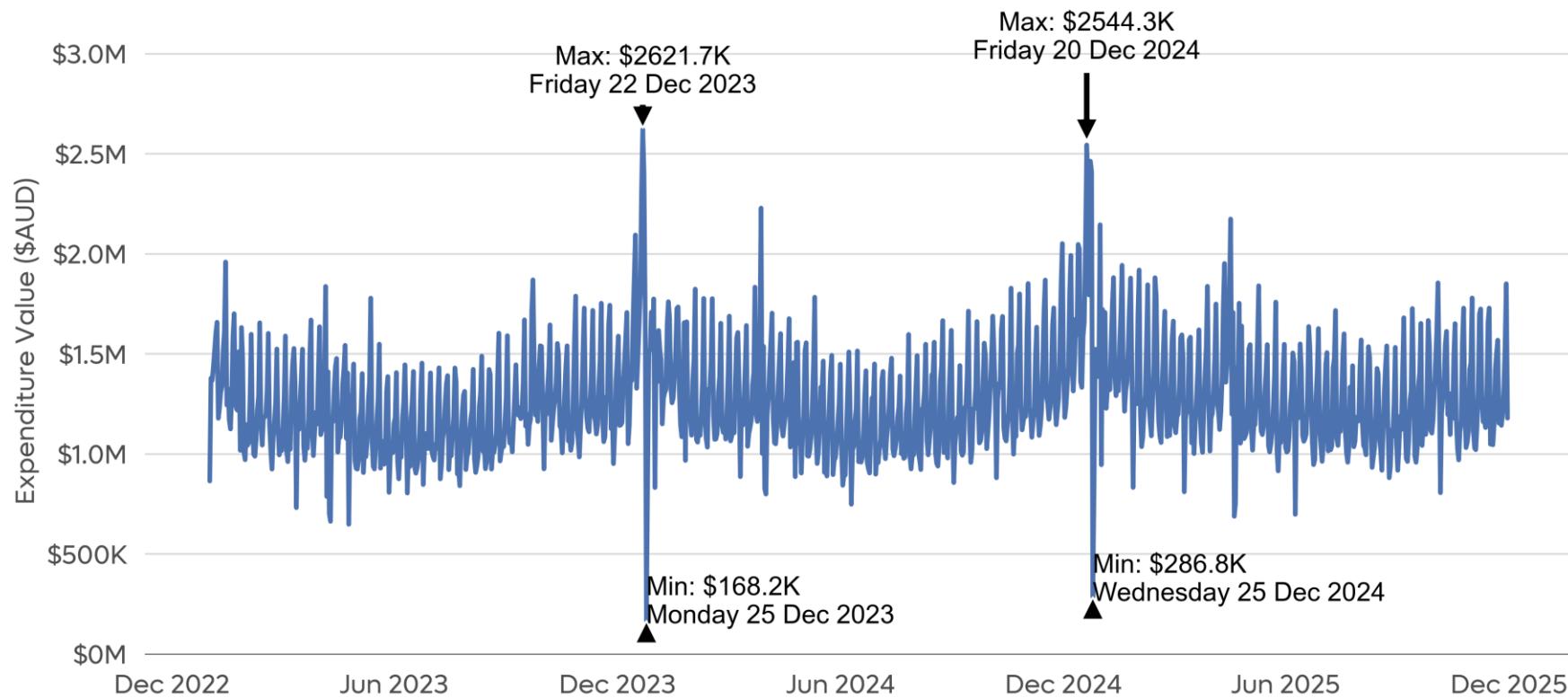


Figure 10: Highest and Lowest Spending Days, November 2023 to November 2025

Source: Spendmapp by Geografia, 2025

## Total Local Spend by Month and Day of the Week

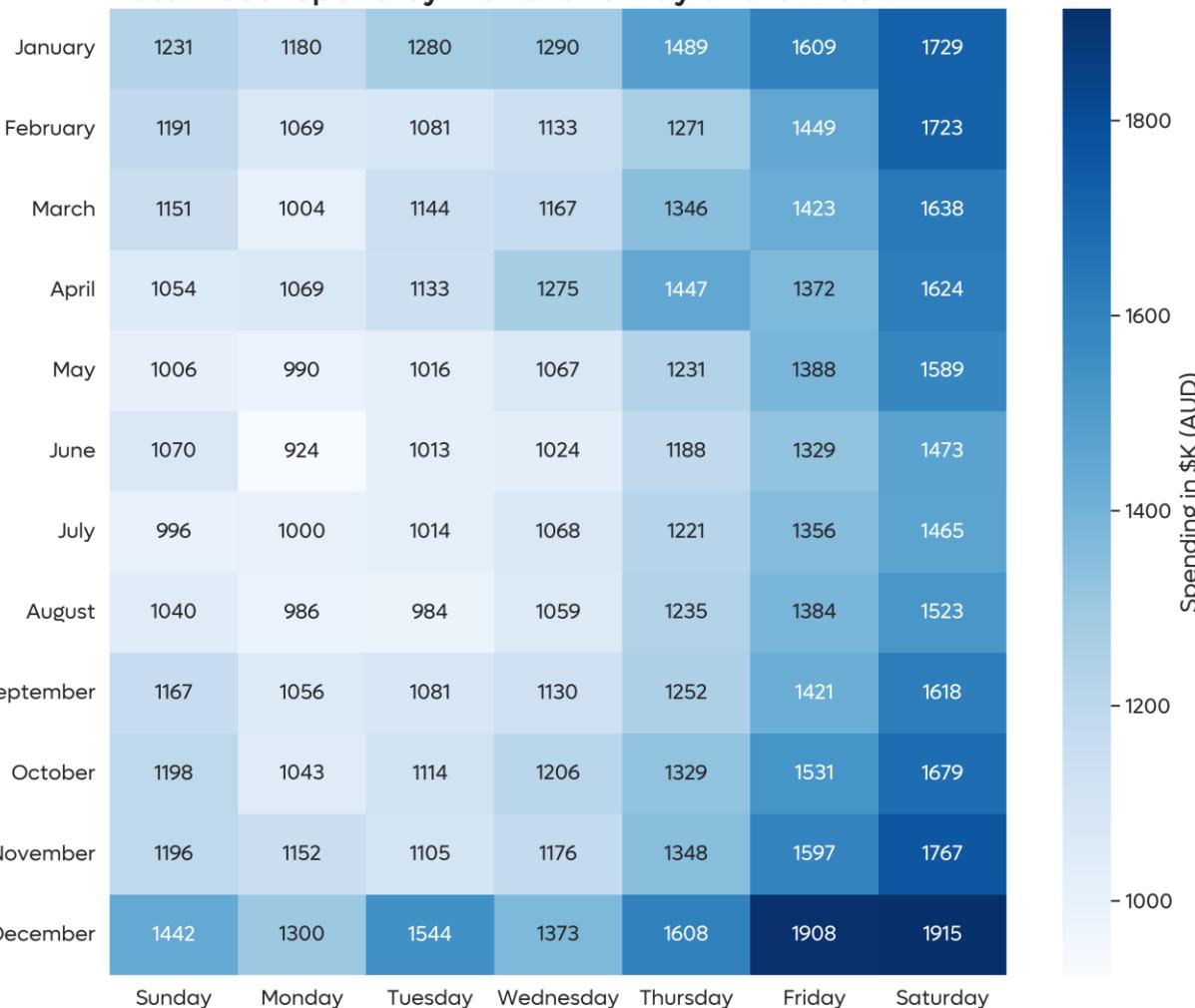


Figure 11: Heatmap of Total Local Spend by Month and Day of Week, November 2023 to November 2025  
 Source: Spendmapp by Geografia, 2025

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**Spendmapp**



City of Holdfast Bay

Jetty Rd Glenelg Precinct  
Custom Data Report

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Spendmapp data: January 2019 to December 2025

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# Overview

In December 2025, Total Local Spend in Jetty Rd Glenelg was \$47.4M, which was a 6.5% decrease from the same month last year. The top Expenditure Category was Dining & Entertainment, accounting for \$12.2M or 25.8% of Total Local Spend.

Breaking Total Local Spend down

- Visitor Local Spend was \$31.0M, or 65.4% of Total Local Spend. This was a 10.8% decrease from the same month last year.
- Resident Local Spend was \$16.4M, or 34.6% of Total Local Spend. This was a 2.8% increase from the same month last year.

Looking ahead, the prospect of RBA rate cuts in throughout 2025 brings renewed optimism. Easing financial conditions could stimulate consumer confidence and drive further growth. However, volatility in the global political landscape could have negative flow-on effects on local communities, potentially dampening economic momentum.

## Key Numbers

Region	Total Local Spend	Resident Local Spend	Visitor Local Spend
Jetty Rd Glenelg	\$47.4M	\$16.4M (34.6%)	\$31.0M (65.4%)

Table 1: Expenditure Value by Expenditure Type December 2025,

Percentage share of Total Local Spend in brackets

Source: Spendmapp by Geografia, 2025

## Expenditure Time-Series

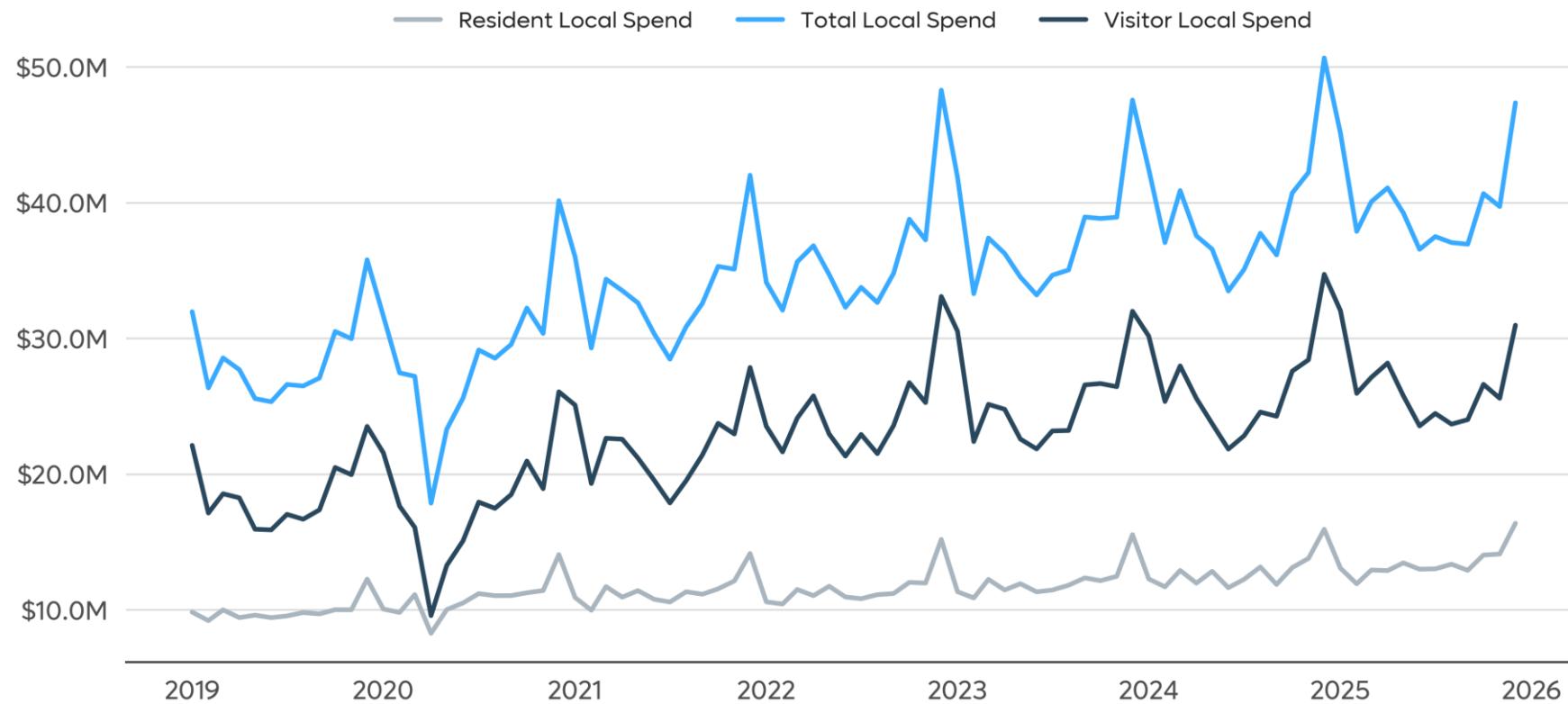


Figure 1: Expenditure by Expenditure Type, Jetty Rd Glenelg, January 2019 to December 2025  
Source: Spendmapp by Geografia, 2025

# Total Local Spend

Jetty Rd Glenelg recorded positive Year-on-Year growth for 7 out of the past 12 months.

Figure 2 highlights (in green) positive year-on-year change and (in red) negative year-on-year change. In Total Local Spend. For the past year, growth in Jetty Rd Glenelg has been mostly positive, showing a satisfactory growth outlook.

Figure 3 shows change of Total Local Spend compared to metropolitan LGAs and the CPI. The graphs show three lines:

1. The growth rate of Total Local Spend of the Jetty Rd Glenelg (in blue).
2. The average growth rate of other metropolitan LGAs (in orange), and a shaded band representing the typical range of growth rates for metropolitan LGAs.
3. The Consumer Price Index (CPI) is included as a benchmark, demonstrating how spending has fluctuated relative to January 2022 levels.

If spending growth is equal to the CPI growth, it means the increase in spending is just enough to keep up with inflation. People are spending more in dollar value but not actually buying more goods or services – they are simply paying higher prices for the same volume of goods and services. When growth is above the CPI, it indicates that spending is growing in real terms. That is, people are buying more goods and services.

From January 2022 to December 2025, Total Local Spend in the City of Holdfast Bay increased by 38.8%. This is below the metropolitan LGA average change of 60.3%, and below the typical range of 47.3% to 68.1% for metropolitan LGAs. During the same period, the Consumer Price Index (CPI) rose by 17.1%.

## Total Local Spend Year-on-Year Growth Rates

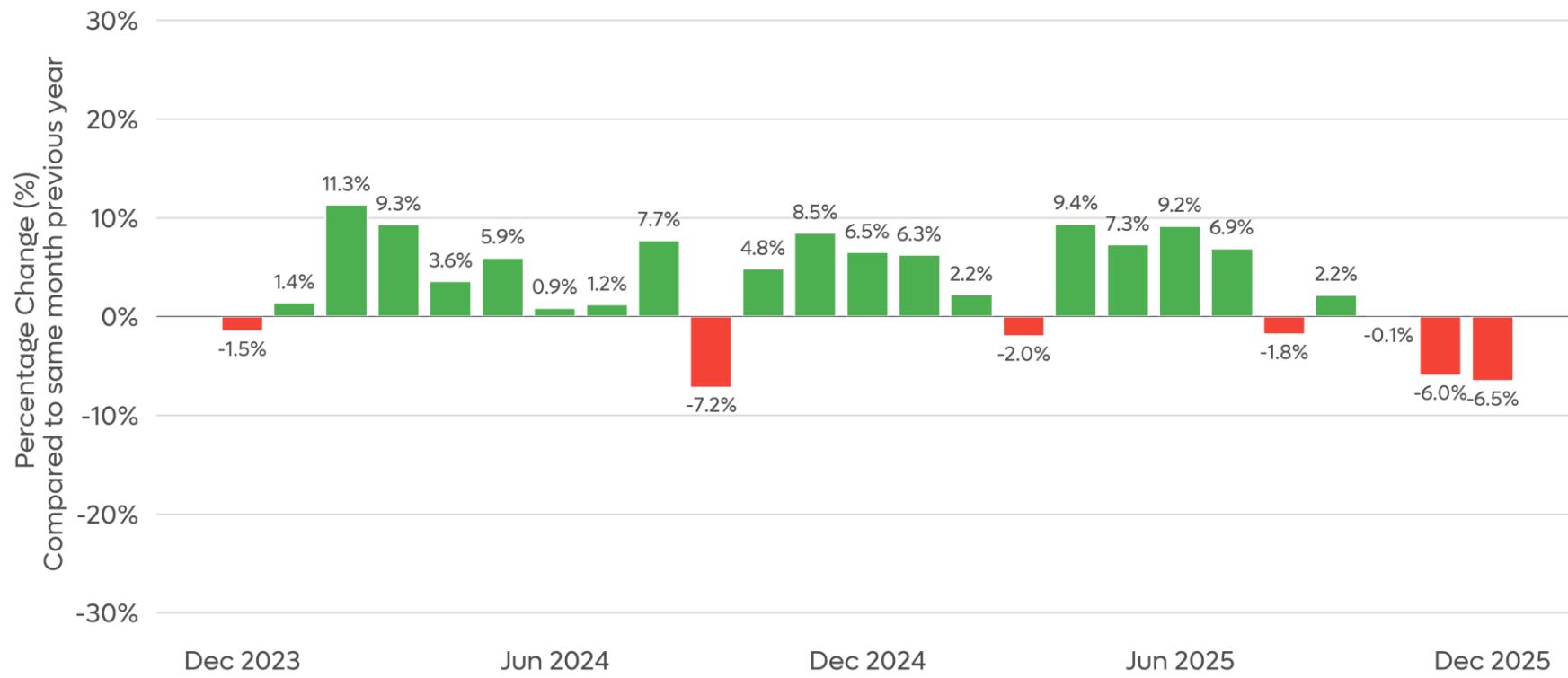


Figure 2: Year-on-Year Change in Total Local Spend, December 2023 to December 2025

Source: Spendmapp by Geografia, 2025

## Total Local Spend index

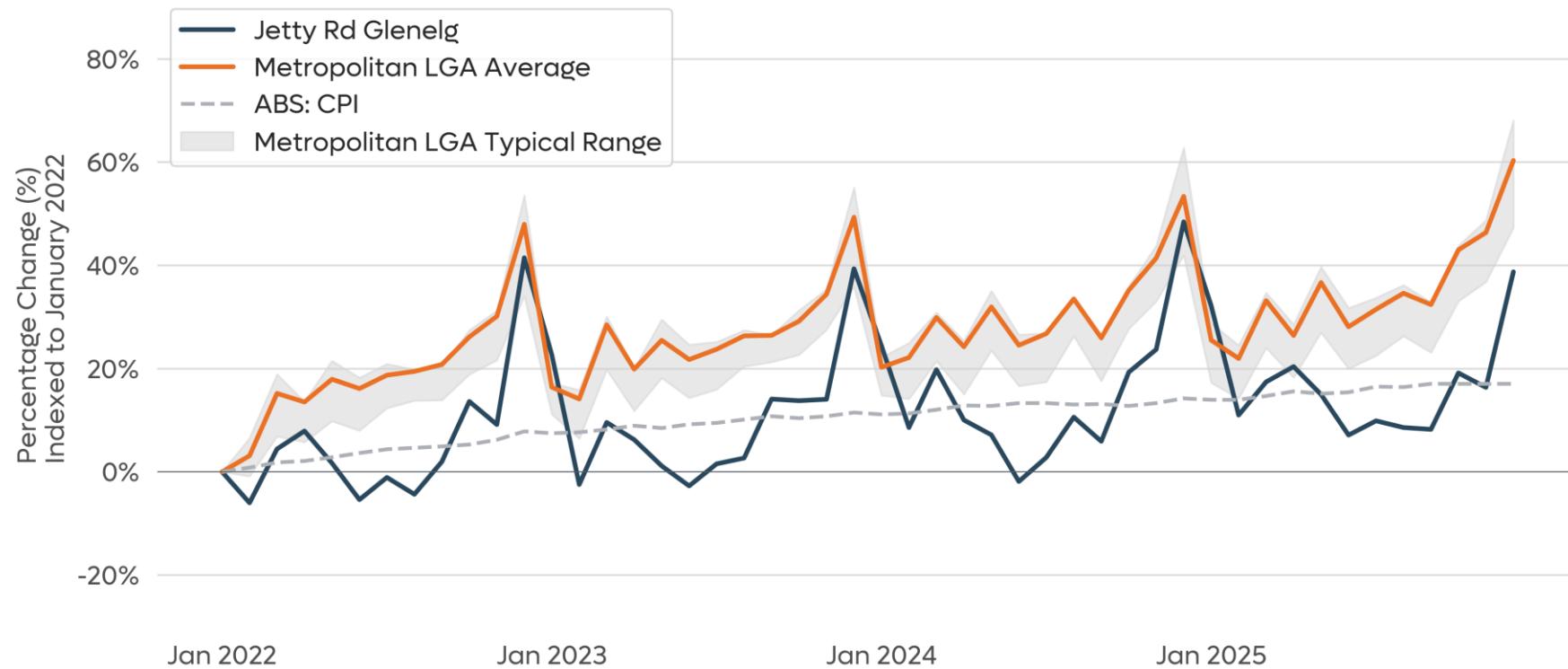


Figure 3: Indexed Total Local Spend Compared to CPI and metropolitan LGAs, January 2022 to December 2025  
Source: Spendmapp by Geografia, 2025

## Spend for Jetty Rd Glenelg



Figure 4: Breakdown of Total Local Spend, Jetty Rd Glenelg, December 2025

Source: Spendmapp by Geografia, 2025

Figure 4 visualises the breakdown of Total Local Spend by expenditure categories using a treemap. Only the top categories are displayed, with all remaining categories aggregated.

## Resident Local Spend

Stability in Resident Local Spend is essential for sustaining local businesses and services.

Resident local spending plays a vital role in the local economy by providing businesses and services with a consistent source of revenue. This consistent flow of income promotes business growth, sustains employment, and supports overall community development. It also has more tangible benefits such as community creation and potentially reduced travel times and congestion.

A stable pattern of spending allows businesses to not only survive but also innovate, improving their products and services to better serve the community. Additionally, a thriving local business ecosystem attracts visitors, further boosting the local economy.

Figures 5-6 provide an abridged version of the visualisations from the Total Local Spend section, filtered specifically for Resident Local Spend.

## Resident Local Spend Year-on-Year Growth Rates

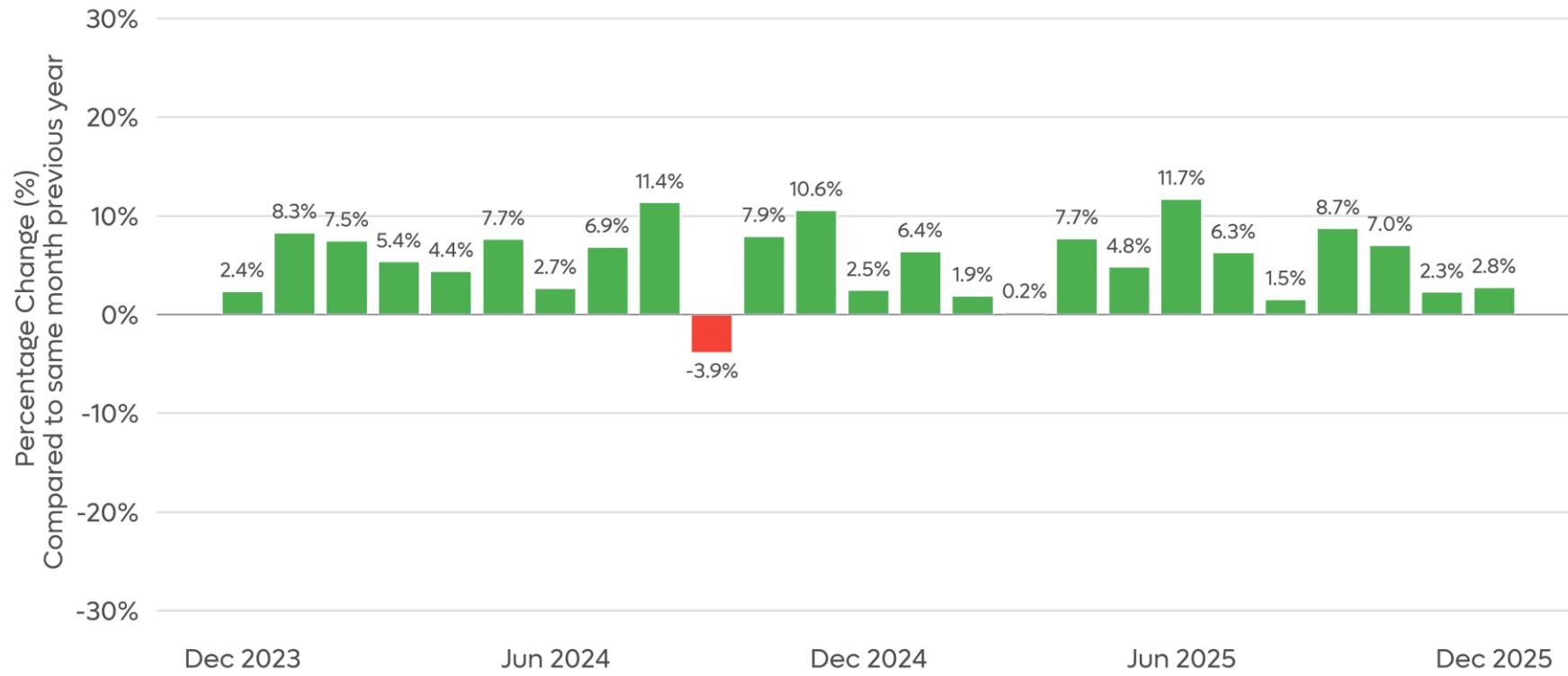


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Source: Spendmapp by Geografia, 2025

## Spend for Jetty Rd Glenelg

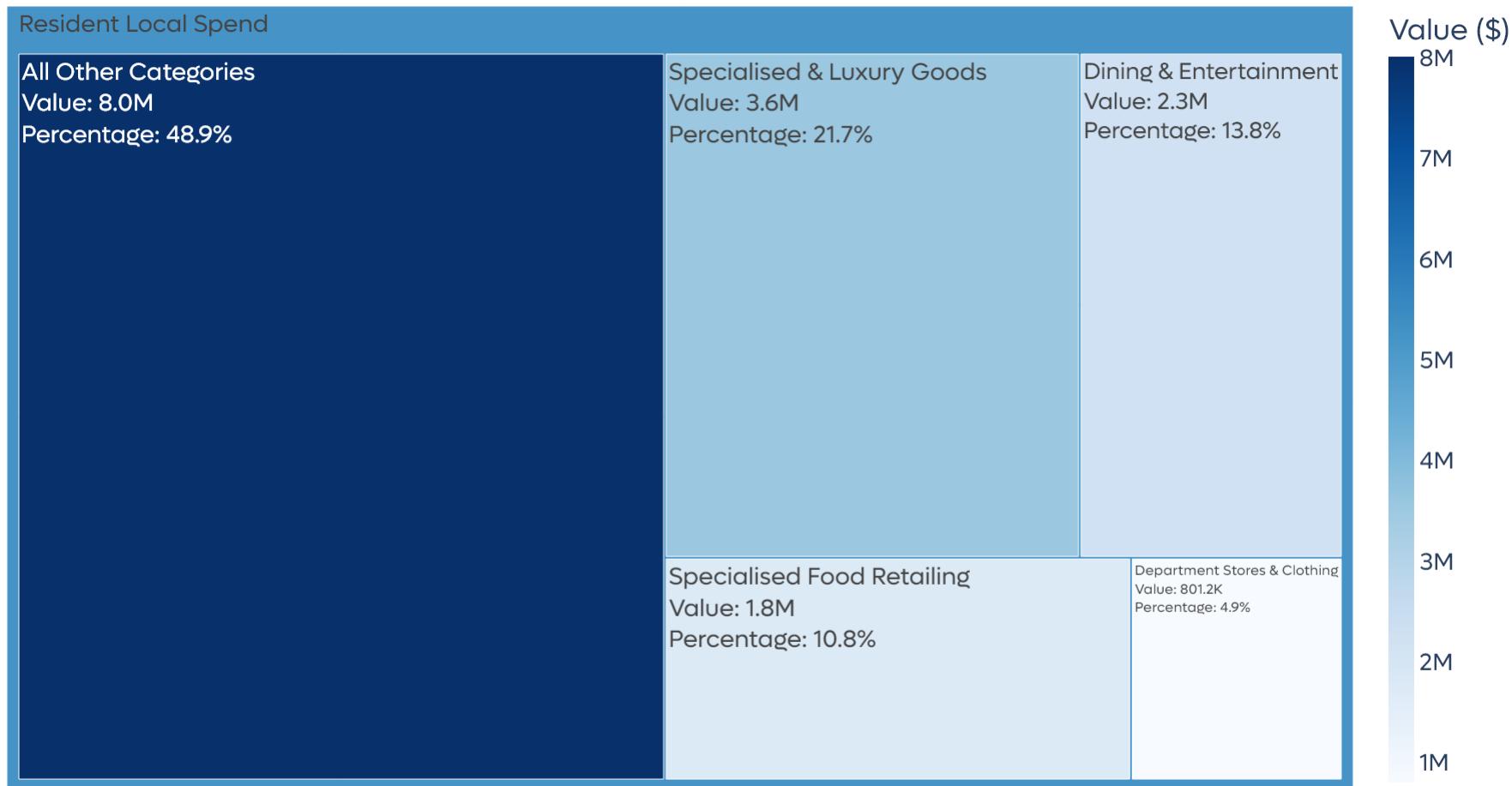


Figure 6: Breakdown of Resident Local Spend, Jetty Rd Glenelg, December 2025

Source: Spendmapp by Geografia, 2025

## Visitor Local Spend

Visitor spending is vital but can be volatile. This volatility needs to be monitored and managed as it can impact on local economic resilience.

Even more so than for resident spending, an analysis of Visitor Local Spend by category can reveal both strengths and weaknesses in the economy. For example, economic resilience is very dependent on economic diversity. Relying on high levels of visitor spending comes with risks, as we often see extreme volatility in this spending (e.g., a significant drop in winter). Ideally, visitor spending should be steady throughout the year, spread across your Expenditure Categories, and matched by robust resident spending.

Figures 7-8 are visualisations from the Total Local Spend section, filtered specifically for Visitor Local Spend.

In December 2025, visitors to Jetty Rd Glenelg from elsewhere in the City of Holdfast Bay spent \$16.4M or 40.6% of spending from the top 20 visitor origins. From outside the City of Holdfast Bay, the biggest spending visitors came from Marion. These visitors contributed \$7.2M (17.9%) (Figure 9).

## Visitor Local Spend Year-on-Year Growth Rates

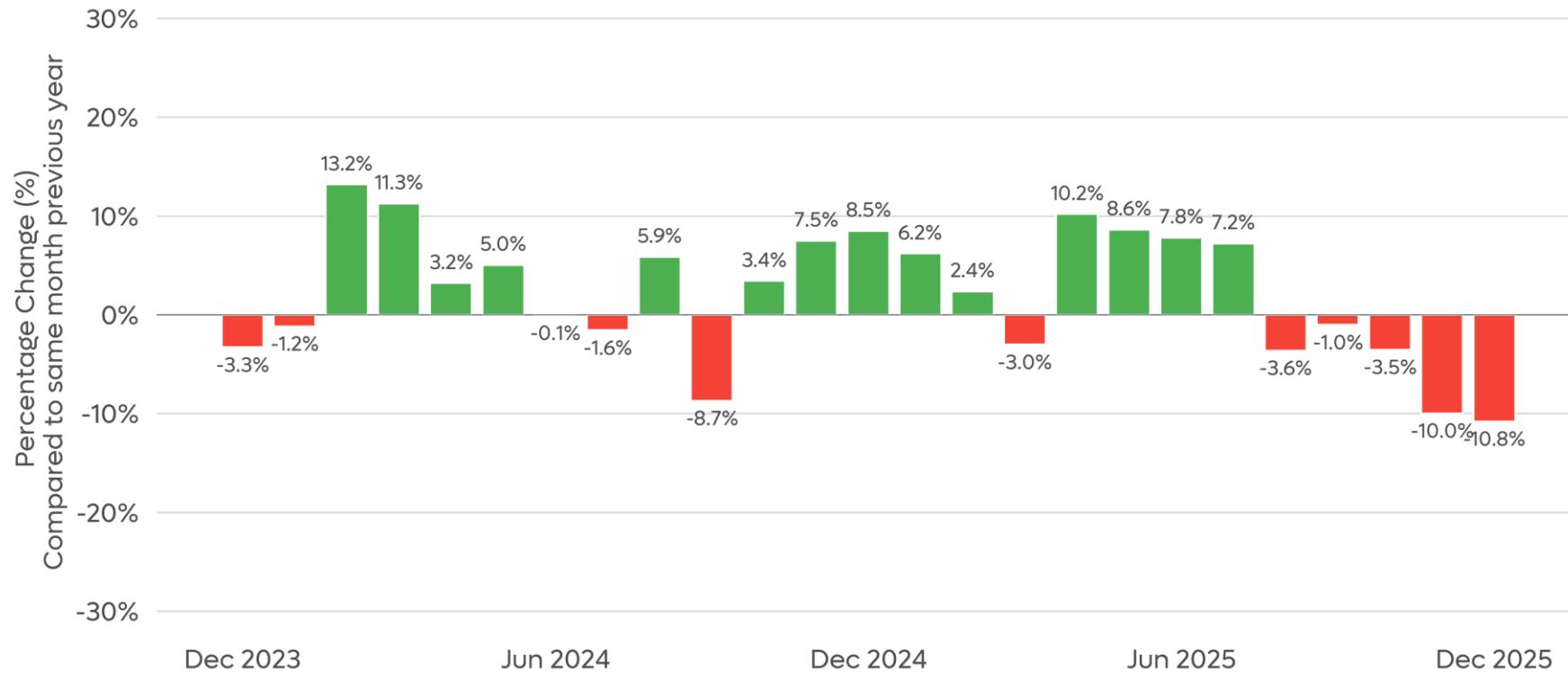


Figure 7: Year-on-Year Change in Visitor Local Spend, December 2023 to December 2025

Source: Spendmapp by Geografia, 2025

## Spend for Jetty Rd Glenelg



Figure 8: Breakdown of Visitor Local Spend, Jetty Rd Glenelg, December 2025

Source: Spendmapp by Geografia, 2025

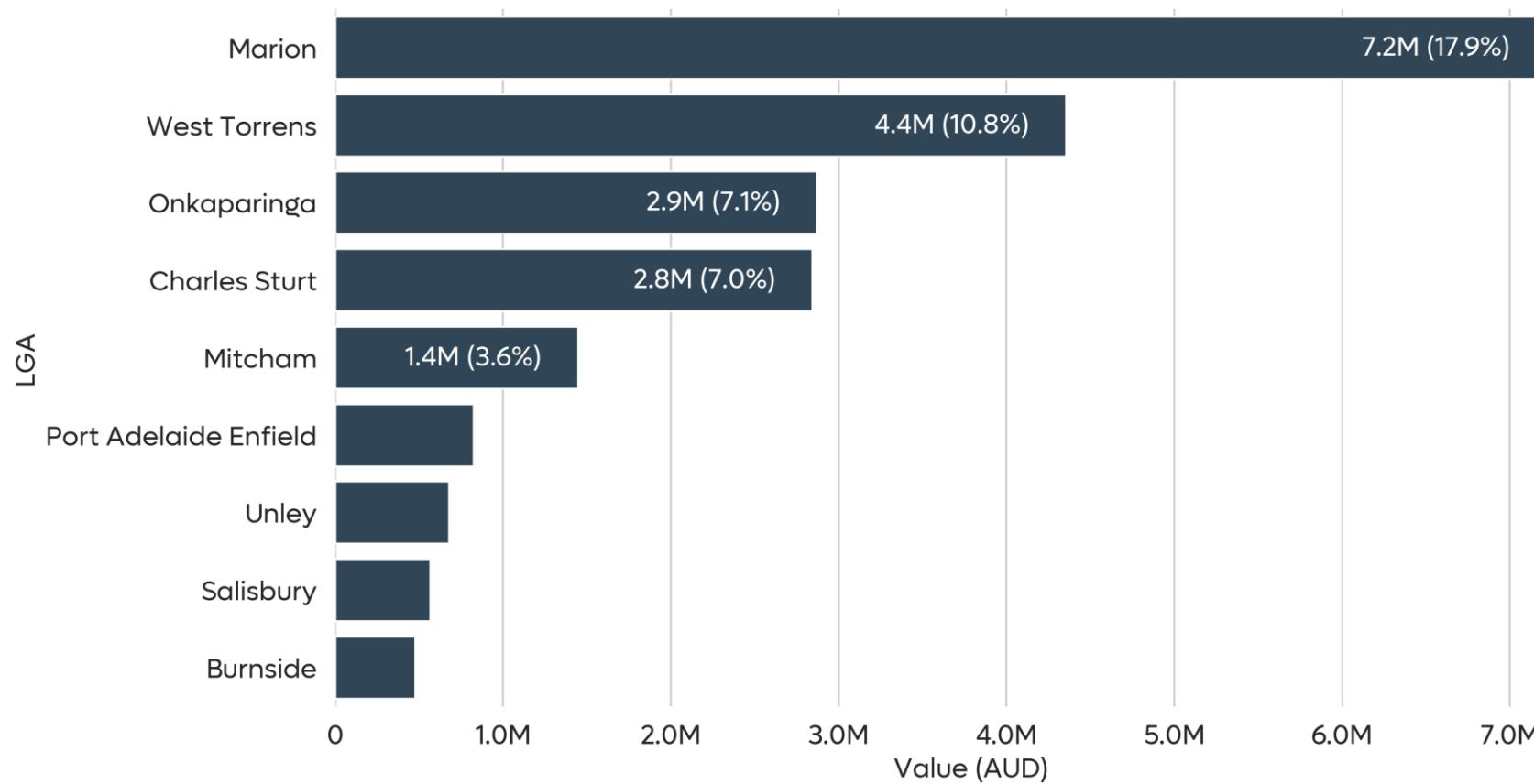


Figure 9: Top Visitor LGAs to Jetty Rd Glenelg (excluding City of Holdfast Bay, percentages are with respect to the top 20 visitor origins), December 2025

Source: Spendmapp by Geografia, 2025

# Daily Analysis

Daily level data expose short-term shifts and seasonal shocks, providing a granular view of economic fluctuations.

Figure 10 shows Total Local Spend at a daily frequency, highlighting the highest and lowest spending days. The biggest spending day in December 2025 was Tuesday 23 December when Total Local Spending was \$2.4M.

Figure 11 visualises the average Total Local Spend over various months and by day of the week. Each row represents a month, while each column corresponds to a day from Sunday to Saturday. The colour intensity in each cell indicates the level of spending: lighter shades signify lower spending amounts, while darker shades represent higher spending.

This visual tool helps us understand patterns in local spending behaviour, highlighting which days and months experience the most activity. For instance, Saturday consistently record high levels of spending throughout the year, while Monday tend to be quieter spending periods.

## Key Numbers

Region	Lowest	Highest
Jetty Rd Glenelg	Monday 1.1M	Saturday 1.6M

Table 2: Lowest and Highest Average Spending by Day of Week, December 2023 to December 2025

Average Value of Total Local Spend in Brackets

Source: Spendmapp by Geografia, 2025

## Daily Total Local Spend

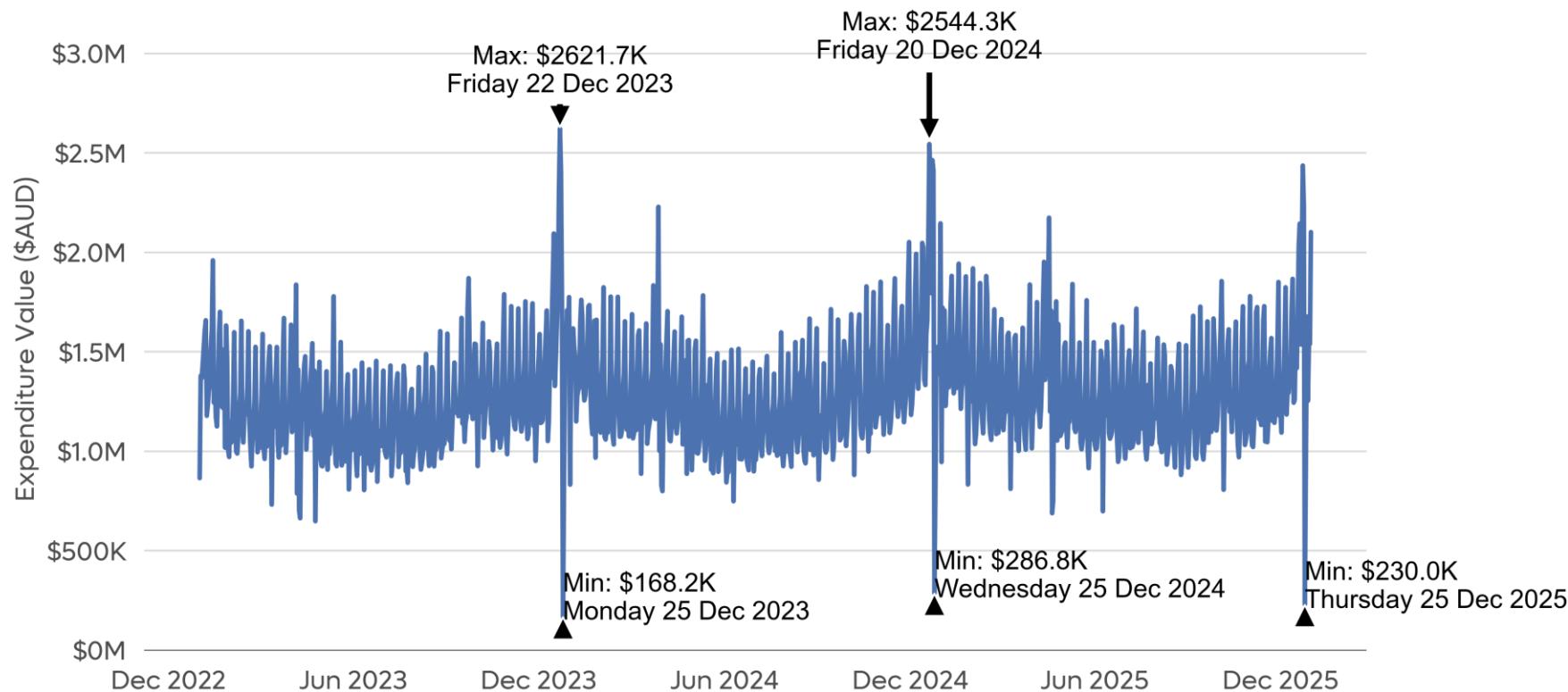


Figure 10: Highest and Lowest Spending Days, December 2023 to December 2025

Source: Spendmapp by Geografia, 2025

## Total Local Spend by Month and Day of the Week

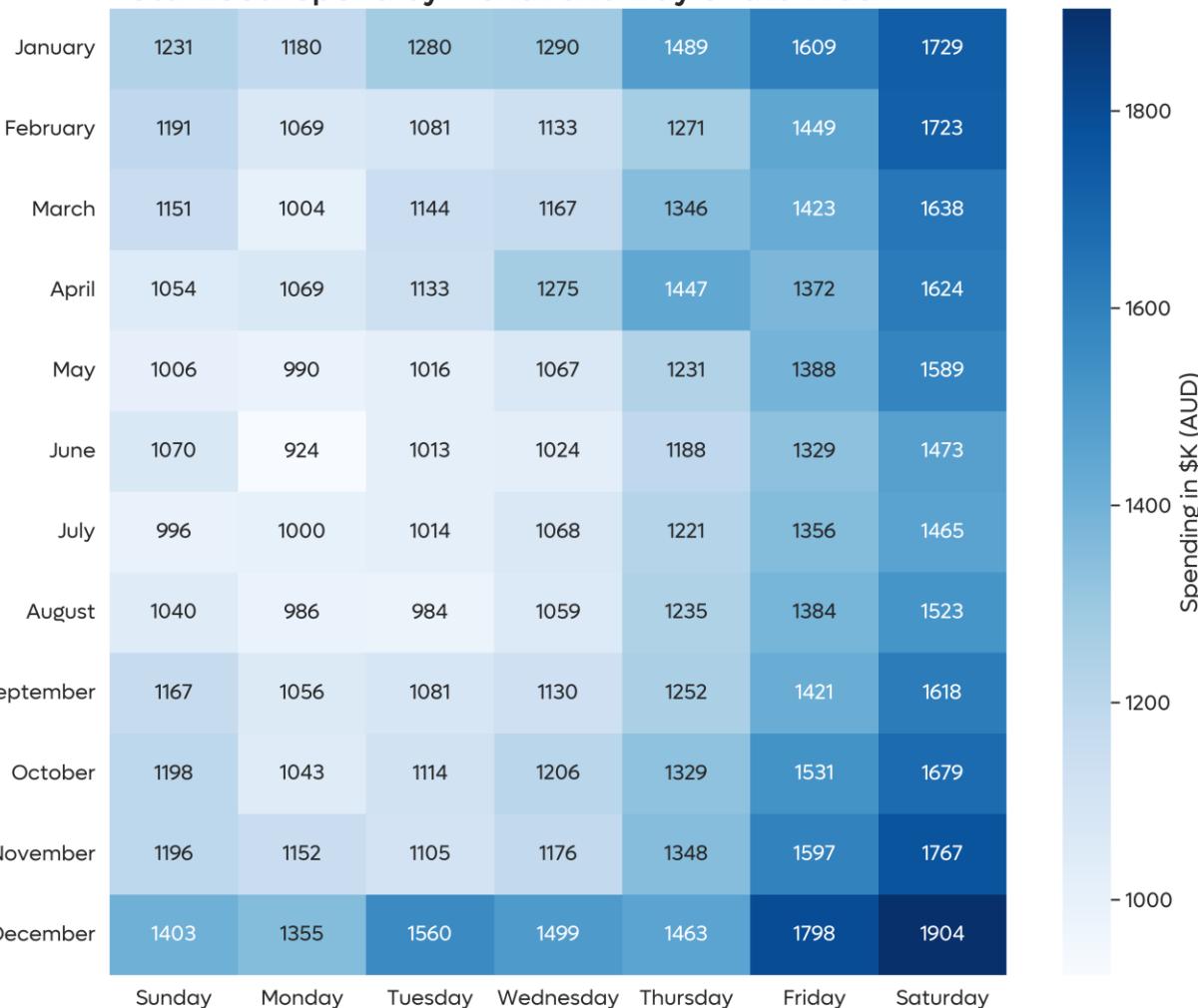


Figure 11: Heatmap of Total Local Spend by Month and Day of Week, December 2023 to December 2025  
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**Item No:** 8.5

**Subject:** **TERMS OF REFERENCE AND IMPLEMENTATION PLAN**

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## **Summary**

At its meeting on 21 January 2026, the Jetty Road Mainstreet Committee considered Report No. 04/26, which proposed the adoption of the revised Terms of Reference.

Following some minor amendments, the Committee recommended their adoption to Council.

Council considered and endorsed the revised Terms of Reference at its meeting on 27 January with additional amendments.

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## **Recommendation**

**That the Jetty Road Mainstreet Committee notes the Terms of Reference endorsed by Council.**

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## **Background**

At its meeting held on 21 January 2026, the Jetty Road Mainstreet Committee (JRMC) considered Report No. 04/26, which proposed adoption of a revised Terms of Reference.

During the review, the Committee identified additional amendments to further strengthen governance arrangements, specifically relating to the membership of the Selection Panel.

## **Report**

### ***Terms of Reference***

Council considered and endorsed the revised Terms of Reference at its meeting on 27 January with additional amendments.

The additional amendments were:

- The Selection Panel will be confirmed by a motion of the JRMC.
- Members are required to have a National Police Check.

The inclusion of a mandatory National Police Check for Committee members aligns the JRMC with contemporary governance standards and supports the City of Holdfast Bay's commitment to transparency, accountability and community trust.

The final Terms of Reference, incorporating these additional changes, are presented in Attachment 1 for information.

*Refer Attachment 1*

***Implementation Plan***

Council noted the Implementation Plan to enact the membership term requirements of the adopted Terms of Reference and also noted the resignations of Gilia Martin, Angus Warren and Stacey Mills.

**Budget**

Not applicable

**Life Cycle Costs**

Not applicable

**Strategic Plan**

*Our Holdfast 2050+ Strategic Plan:* strengthening community governance, transparency and trusted decision-making processes.

**Council Policy**

Not applicable

**Statutory Provisions**

*Local Government Act 1999*, section 41

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**Written By:** Executive Assistant, Community and Business

**General Manager:** Strategy and Corporate, Mr A Filipi

# Attachment 1



# Jetty Road Mainstreet Committee – Terms of Reference

## 1. Purpose of the JRMC

The JRMC exists to:

- Promote the Precinct to attract residents, visitors, and the wider community, positioning it as a vibrant destination for shopping, leisure, and recreation all year round.
- Develop and recommend to Council a strategic and financial plan for the Precinct (minimum two-year scope), including:
  - Retail strategy.
  - Tenancy mix.
  - Economic stimulus initiatives.
  - Marketing, promotion, and event activation.
- Recommend to Council an annual budget to support JRMC activities, and monitor its performance through regular reporting to ensure alignment with strategic goals.

## 2. Objectives

As an Advisory Committee to Council, the JRMC advises on:

- Retail strategy and tenancy mix: Creating a diverse and community-focused business environment for at least two years.
- Economic development: Supporting existing businesses and attracting new investment through programs that stimulate local economic growth.
- Marketing and branding: Establishing a consistent strategy to promote the Precinct as a year-round destination for shopping, leisure, and recreation.

The JRMC is an Advisory Committee to Council under Section 41 of the *Local Government Act 1999*.

## 3. Meeting Procedures

- Meetings of the JRMC will be conducted in accordance with the *Local Government Act 1999*, Part 3 of the Local Government (Procedures at Meetings) Regulations 2000, these Terms of Reference and any applicable Code of Practice adopted by the Council.

## 4. Membership

- Every two years, the JRMC appoints a Presiding Member and Deputy from non-Elected, non-independent members. The Presiding Member is the Committee's spokesperson. The Deputy acts if the Presiding Member is absent. If both are absent, members present choose an Acting Presiding Member (who is not an Elected Member).

The JRMC has up to 13 members, appointed by Council:

- 8 local landlords or business owners paying the separate rate.
- Up to 3 independent members with relevant skills.
- 2 Elected Members from Somerton or Glenelg wards.
- The Mayor attends quarterly (non-voting).

## 5. Leadership and Speaking Conditions

- JRMC members cannot speak on behalf of Council unless Council has specifically given them that authority.
- Normally, only the Mayor (as Principal Member) or the CEO (or staff they delegate).
- JRMC members can talk informally about the committee's work (general updates), but they cannot claim to be speaking for Council or as the committee's official voice.

## 6. Term

- The Committee operates on a two-year term, with members able to serve a maximum of two consecutive terms, aligned with Council's four-year term.

## 7. Appointment Process

- Recruitment of members will be undertaken by Administration in accordance with approved recruitment best practice and relevant policies and procedures. Once completed, a recommendation(s) for appointment will be put to Council for decision.
- Council advertises vacancies and assesses nominations based on:
  - Business, marketing, property, or governance experience.
  - Availability to attend meetings.
- Independent members may be appointed for specialist skills (e.g., tourism, events, urban planning).
- Independent members are required to have a National Police Clearance.
- A Selection Panel (*must* include the Chair [or nominated delegate], two other members of the JRMC, the Mayor and/or CEO, and *may also* include a JRMC Elected Member) recommends appointments.
- The Selection Panel will be confirmed by a motion of the JRMC.

## 8. Authority

- The JRMC has no delegated powers—it makes recommendations to Council only.

## 9. Meetings

- Held at least every two months, usually after 5:00 PM.
- Special meetings can be called for urgent matters.
- Attendance can be held virtually.
- Agendas and reports are published online.
- Members of the public are able to attend all meetings of the Committee, unless prohibited by resolution of the Committee under the confidentiality provisions of section 90 of the *Local Government Act 1999*.
- Minutes of the JRMC meetings will be presented to the next meeting of the Council for their information and endorsement.

## 10. Quorum

- A meeting is not able to conduct any business until a quorum is present.
- The quorum for a meeting is ascertained by dividing the total number of members by two, ignoring any fraction resulting from the division, and adding one.

## 11. Reporting

- The JRMC Chair or Deputy Chair (or Independent Chair, if appointed) will provide quarterly reports to Council on strategy, promotions, master plan input, and financial performance.
- An annual performance review and report will be included in Council's Annual Report.
- Each year, the JRMC will submit a proposed budget for its activities to Council, for consideration and adoption, within Council's budget preparation timelines.
- The financial year runs from 1 July to 30 June.

## 12. Behavioural Standards for JRMC Members (Extract from the [SA Government Gazette notice](#))

JRMC members must:

### General behaviour

- Show commitment and discharge duties conscientiously.
- Act in a way that generates community trust and confidence in the Council.
- Act in a manner that is consistent with the Council's role as a representative, informed and responsible decision maker, in the interests of its community.
- Act in a reasonable, just, respectful and non-discriminatory way.

### Responsibilities as a Committee Member

- Comply with all applicable Council policies, codes, procedures, guidelines and resolutions.
- Take all reasonable steps to provide accurate information to the community and the Council.
- Take all reasonable steps to ensure that the community and the Council are not knowingly misled.
- Take all reasonable and appropriate steps to correct the public record in circumstances where the Member becomes aware that they have unintentionally misled the community or the Council.
- Act in a manner consistent with their roles, as defined in section 59 of the Act.
- In the case of the Principal Member of a Council, act in a manner consistent with their additional roles, as defined in section 58 of the Act.
- Use the processes and resources of Council appropriately and in the public interest.

### Relationship with fellow Council Members

- Establish and maintain relationships of respect, trust, collaboration, and cooperation with all Council members.
- Not bully other Council members.
- Not sexually harass other Council members.

### Relationship with Council employees

- Establish and maintain relationships of respect, trust, collaboration, and cooperation with all Council employees.
- Not bully Council employees.
- Not sexually harass Council employees.

Further requirements (in terms of reporting complaints) can be found in [Council's Behavioural Support Policy](#).

### 13. Secretariat and Support

- The Council will employ and manage appropriate administrative staff to assist the Committee to meet its objectives.
- All workplace equipment and facilities are provided by the Council.
- The members of the JRMC will be provided with appropriate and timely training, both in the form of an induction program for new members and on an ongoing basis for all members.

### 14. Governance

- Guided by relevant legislation and Council policies, including:
  - *Local Government Act 1999*.
  - Council's Meeting Procedures Regulations.
  - Council's Behavioural Management Policy.

### 15. For Administration Use Only

Reference Number:		
Strategic Alignment:		
Strategic Risk:		
Responsible Officer(s):	General Manager, Community and Business	
Approval Date and Council Resolution Number:	27 January 2026 (resolution no: TBA)	
Approval History (Council), including GM approval:	<u>Council</u> 27/01/26	<u>General Manager</u> 25/09/25
Review Cycle:	Three years.	
Applicable Legislation:	<i>Local Government Act 1999</i> .	
Related Policies:	<i>Local Government Act 1999</i> . Council's Meeting Procedures Regulations. Council's Behavioural Management Policy.	
Other Reference Documents:	<a href="https://www.governmentgazette.sa.gov.au/2022/November/2022_079.pdf">https://www.governmentgazette.sa.gov.au/2022/November/2022_079.pdf</a>	