

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 June 2025 at 7pm



Pamela Jackson
Chief Executive Officer



1. Opening

The Chairperson, Ms Gilia Martin will declare the meeting open at 7pm.

2. Kurna Acknowledgement

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

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

3. Apologies

3.1 Apologies received: Mr M Gilligan

3.2 Absent

4. Declaration Of Interest

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

5. Confirmation Of Minutes

Motion

That the minutes of the Jetty Road Mainstreet Committee held on 9 May 2025 be taken as read and confirmed.

6. Questions by Members

6.1 Without Notice

6.2 On Notice

- | | | |
|-------|--|---------------------|
| 6.2.1 | Partridge Street Carpark Usage Report | (Report No: 160/25) |
| 6.2.2 | Community Safety Officer Beach Patrol Extension | (Report No: 162/25) |
| 6.2.3 | Draft Annual Business Plan update relevant to Jetty Road Mainstreet Committee and/or Transforming Jetty Road | (Report No: 163/25) |
| 6.2.4 | Progress update of the Jetty Road Mainstreet Coordinator (or similar) position | (Report No: 164/25) |



7. Presentations

7.1 Tram Grade Separation Project Alliance

Members of the Tram Grade Separation Project Alliance will introduce the project team, provide an overview of the construction activity, timing and answer questions about the project.

7.2 Adelaide Economic Development Agency (AEDA) Summit

Mr S Smith, Jetty Road Mainstreet Committee Member will provide an update following attendance at the AEDA Summit.

7.3 Transforming Jetty Road Entrance Statement

Ms M Lock will provide a presentation on the timing of the installation and associated communications for the Entrance Statement.

8. Reports By Officers

8.1	Monthly Finance Report	(Report No: 157/25)
8.2	Jetty Road Events Update	(Report No: 158/25)
8.3	Marketing Report	(Report No: 159/25)
8.4	Future Support Model	(Report No: 165/25)

9. Workshop

9.1 Forward Planning Jetty Road Mainstreet Committee

Ms P Jackson, Chief Executive Officer will facilitate a workshop on the Jetty Road Mainstreet Committee forward planning of activities.

10. Date and time of next meeting

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 6 July 2025 in the Mayor's Parlour – Glenelg Town Hall, Moseley Square, Glenelg.

11. Closure

Pamela Jackson
Chief Executive Officer

Item No: 6.2.1

Subject: QUESTION ON NOTICE – PARTRIDGE STREET CARPARK USAGE REPORT

Question

Jetty Road Mainstreet Committee Chair, G Martin asked the following question:

“A usage report over the last 12 months and uptake by traders in the city end during construction”

Background

Free parking in the Partridge Street car park was offered to traders affected by construction at the city end.

Answer - Manager, Community Safety

Free parking

A total of 80 free parking permits were issued to traders. Of these, 37 were used during the two-month period, with an average of 11 uses per permit. Usage varied significantly with some traders having used their permit just once a month, while others used it almost daily.

See below for a table on usage of the free parking permits per month using February and March 2025 data.

Free parking permit use for 1 February 2025 – 31 March 2025

<i>Permit Number</i>	<i>Usage from 1/2/25-31/3/25</i>
138	1
139	9
142	25
144	3
149	7
150	8
153	2
161	4
164	1
174	19
175	21
176	10
178	4
180	1
181	14
183	18

184	1
209	16
213	3
217	15
218	19
220	3
222	24
225	21
226	24
227	16
228	3
229	8
230	31
231	30
232	16
233	4
234	6
236	4
237	27
241	7
37 permits used	Average use - 11 days

Partridge Street Parking Annual Summary

Below is a summary of car park use over the last 12 months. The vehicle numbers include both East and West carpark.

Partridge Street Parking from April 2024 – March 2025

<i>Month</i>	<i>Number of vehicles</i>
April 2024	23,151
May 2024	18,521
June 2024	23,645
July 2024	20,486
August 2024	21,257
September 2024	18,297
October 2024	19,453
November 2024	22,488
December 2024	25,504
January 2025	23,645
February 2025	22,507
March 2025	23,151

Item No: 6.2.2

Subject: **QUESTION ON NOTICE – COMMUNITY SAFETY OFFICER BEACH PATROL EXTENSION**

Question

Committee Chair, G Martin asked the following question:

“Seeking an update from the Community Safety Officer’s progress of the extended beach patrol”

Background

An update following the additional support provided by the Community Safety Officer (Liaison Officer) to provide extended beach patrols to Jetty Road, Glenelg.

Answer – Manager, Community Safety

In addition to monitoring dog-leash compliance on beaches, officers undertook patrols down the main street precincts of Glenelg and Brighton at the beginning of each beach patrol shift, looking for:

- rough sleepers
- items such as trolleys, or items belonging to people sleeping rough in public places
- people begging
- drunk or other disorderly behaviour, and
- any matters indicative of crime risks.

Council officers also undertook extra drive-bys around community centres and surrounding areas.

Due to the presence of SA Police (SAPOL) officers as part of Operation Jericho, a Western District Operation, focused on behavioural offending around licenced premises in Glenelg and along the foreshore, anti-social behaviour was reduced.

There was also a reduction in the numbers of people sleeping rough through this period. Those known to officers as regular homeless residents in the area do not leave possessions in public places and are generally orderly. While major interventions were not frequently required in relation to people experiencing homelessness, Council officers connected a small number of individuals to relevant support services.

Monthly coordination meetings were held throughout the patrol period with strong and consistent attendance. Participating stakeholders included:

- Library staff
- Community Wellbeing staff
- Jetty Road Mainstreet representatives
- SAPOL
- Sonder
- Department of Human Services, particularly for remote visitors

The above stakeholders meet on a monthly basis, which is well attended resulting in valuable information sharing. The meetings are currently continuing.

Lessons learned

Should patrols be extended in 2025, the following additional actions are proposed, based on experiences during the 2024-25 period:

- monthly coordination meetings to continue, as these provide invaluable information sharing and an informal opportunity to collaboratively solve problems arising, in a coordinated manner; and
- Officers will proactively connect with businesses who have previously raised complaints, checking in more frequently and gather more insights into their past and current experiences.

Item No: 6.2.3

Subject: QUESTION ON NOTICE - DRAFT ANNUAL BUSINESS PLAN UPDATE
RELEVANT TO MATTERS ASSOCIATED WITH JETTY ROAD
MAINSTREET COMMITTEE AND/OR THE TRANSFORMING JETTY
ROAD PROJECT

Question

Committee Member, Ms S Mills asked the following question:

“Seeking an update of the relevant matters for the Jetty Road Mainstreet Committee on the Draft Annual Business Plan associated with JRMCM and/or Transforming Jetty Road. This includes the timings and delivery method in relation to the consultation.”

Background

Upon reading the Audit and Risk Report, published via the Audit and Risk Committee meeting on 14 May 2025, stating the Draft Annual Business Plan’s consultation is to commence on 28 May 2025. As such requesting Council Administration provides an overview of the relevant matters associated with the Jetty Road Mainstreet Committee and/or Transforming Jetty Road project and associated council actions.

Answer – Manager, Strategy and Governance

The draft Annual Business Plan was published in the 27 May 2025 Council report [Council-Agenda-and-Reports-27-May-2025.pdf](#), page 57 with community engagement commenced Wednesday 28 May 2025.

Feedback on the Annual Business Plan and Long-Term Financial Plan must be received by 5pm, Friday 20 June 2025 via the following methods:

- Online - yourholdfast.com/ABP25-26
- Email - abp@holdfast.sa.gov.au
- In writing - Draft Annual Business Plan, PO Box 19, Brighton SA 5048
- In person at the:
 - Brighton Civic Centre, 24 Jetty Road, Brighton
 - Glenelg Library, 2 Colley Terrace, Glenelg
 - Brighton Library, 20 Jetty Road, Brighton
 - By phone - 8229 9999 during office hours
 - Making a deputation - Make a deputation to Council at its meeting on Tuesday, 10 June 2025.

In addition, this year introduces two new methodologies:

- Letterbox distribution - A DRAFT ABP Summary leaflet will be distributed via letterbox drop across all households of Holdfast Bay

- Drop in sessions at Glenelg North, Hove and Seacliff -This engagement methodology provides multiple opportunities for stakeholders to meet face to face with staff. Stakeholders can ask questions and seek clarification on matters of interest. They can also contribute feedback directly at these sessions.

The proposed rate increase of 4.95% comprises of:

- 2.5% (which aligns with Adelaide CPI at December 2024) to allow Council to deliver on its current program of services, renewal works and community activities and events
- 2.3% for Transforming Jetty Road, Glenelg (year 2 of 3)
- 0.15% to fund and deliver up to six community projects.

The Jetty Road Mainstreet Separate Rate is applied to properties within the Jetty Road Mainstreet precinct to promote and enhance business viability and trade. Revenue from this separate rate is expected to raise \$724,790 in 2025–26, representing an increase of 2.5% on the rate levied in 2024–25.

The Transforming Jetty Road Coast and Transition Zone draft concept design community engagement concluded 5pm 16 April 2025, with the Section 32 Road Traffic Act 1961 engagement remaining open until the Council meets to decide on the concepts. The timing of the council meeting has not yet been determined and or scheduled.

Item No: 6.2.4

Subject: QUESTION ON NOTICE - PROGRESS UPDATE OF THE JETTY ROAD
MAINSTREET COORDINATOR (OR SIMILAR) POSITION

Question

Jetty Road Mainstreet Committee Member, Ms S Mills asked the following question:

“Seeking an update on the progress of the Jetty Road Mainstreet Coordinator (or similar) position.”

Background

Following the recent budget workshop held 16 April 2025, I am seeking a status update on how this is progressing

Answer – General Manager, Community and Business

The Jetty Road Mainstreet Coordinator role has been vacant since 20 December 2024. The Business Development Partner has been overseeing the role in the interim as a planned approach occurs to fulfill the Jetty Road Mainstreet Committee’s expectations of this role. The vacancy provided an opportunity to review the functionality of the role against best practice models from similar precincts nationally to ensure the position can best meet the needs of the precinct during this transformational period. Businesses have been supported in the interim with additional assistance and mentoring from Southern Business Mentoring program.

Following the budget workshop held on 16 April 2025, the Jetty Road Mainstreet Committee agreed to outsource marketing to a consultancy. A request for expressions of interest has been released with responses due by 30 May 2025 COB. It has not yet been determined how other aspects of the role, including governance and business support, will be managed at this stage.

Item No: 8.1

Subject: MONTHLY FINANCE REPORT

Summary

This report provides an update on the Jetty Road Mainstreet income and expenditure as at 30 April 2025.

Recommendation

That the Jetty Road Mainstreet Committee notes this report.

Background

The Jetty Road Mainstreet Committee (JRMCC) has been established to undertake work to benefit the businesses on Jetty Road Glenelg, using the separate rate raised for this purpose.

An annual budget is endorsed by Council each year. Expenditure is monitored against the budget each month to ensure that all expenditure and income is within approved parameters.

Report

The 2024-25 Jetty Road Mainstreet budget for April has been delivered and figures indicate there will be a surplus due to underspend in wages.

Refer Attachment 1

Budget variances are:

- Income shows a variance of \$8,003 which is due to lower than expected sales in advertising in the summer edition of the Jetty Road LOCAL magazine. Invoicing for the winter edition will occur during May and appear in the July budget summary.
- Employee costs are showing a variance of \$41,391 due to vacant administration positions, the outcome of which is pending budget discussions.

Budget

Not applicable

Life Cycle Costs

Not applicable

Strategic Plan

Innovation: entrepreneurialism
Sustainability: resilience in our economy

Council Policy

Not applicable

Statutory Provisions

Not applicable

Written By: Business Development Partner
General Manager: Community and Business, Ms M Lock

Attachment 1

INCOME & EXPENDITURE STATEMENT 30 APRIL 2025

	Annual Budget	YTD Budget	YTD Actuals	Variance	2022/23 Actuals	2023/24 Actuals
Revenue						
General Rates Raised	707,115	707,115	707,112	(3)	617,629	660,238
Other Income	20,000	9,261	1,258	(8,003)	18,064	5,791
	727,115	716,376	708,370	(8,006)	635,693	666,029
Expenses						
Employee Costs	230,053	185,804	144,413	41,391	178,067	220,761
Sponsorships	25,000	25,000	25,000	-	25,855	40,595
Event Management	57,000	44,603	5,561	39,042	24,943	5,112
Food & Drink	5,000	3,024	1,402	1,622	1,734	4,342
Lighting	-	-	819	(819)	4,742	10,533
Gift Card Expenditure	-	-	-	-	6,191	6,210
Public Art Projects	15,000	-	-	-	6,191	6,210
Other Expenditure	5,000	5,000	3,392	1,608	698	2,447
Unallocated credit card expenditure	-	-	-	-	-	-
Marketing					-	
Social Media Management	10,000	7,500	5,791	1,709	47,258	9,358
Signage	60,000	56,250	43,235	13,015	27,500	12,000
Public Relations	58,000	39,500	7,778	31,722	22,096	52,528
Publications	50,000	35,000	26,488	8,513	77,724	65,018
Advertising	52,000	36,000	28,756	7,244	5,359	26,541
Promotions	40,000	30,000	25,877	4,123	35,566	38,543
Marketing Contingency	33,495	32,918	25,007	7,911	15,378	34,867
Co-funded Events	-	-				
Winter Activation	75,000	75,000	75,000	-	40,088	75,000
Summer Activation	50,000	50,000	50,000	-	50,000	40,000
Seafood Festival	50,000	50,000	50,000	-	-	50,000
Spring Street Party	-	-	-	-	50,000	-
	-					
	815,548	675,599	518,521	157,079	619,388	700,065
Net Profit/(Loss)*	(88,433)	40,776	189,849	149,073	16,305	(34,036)

*Annual Budget includes carry forward amount from 2023/24 of \$88,433

INCOME & EXPENDITURE STATEMENT 30 APRIL 2025

		Annual Budget	YTD Budget	YTD Actuals	Variance	2022/23 Actuals	2023/24 Actuals
Expenses							
Marketing							
Social Media Management		10,000	7,500	5,791	1,709	47,258	9,358
Signage	Bus wraps, Holdfast Walk and light posts	60,000	56,250	43,235	13,015	27,500	12,000
Public Relations	PR, Blogs and Consumer News, Faces of Jetty Road, photoshoot	58,000	39,500	7,778	31,722	22,096	52,528
Publications	JR LOCAL Magazine	50,000	35,000	26,488	8,513	77,724	65,018
Advertising	Social Media advertsing, Website, Google Adwords, YouTube advertising	52,000	36,000	28,756	7,244	5,359	26,541
Promotions	Shopping campaigns including Jetty Road Gift Card	40,000	30,000	25,877	4,123	35,566	38,543
Marketing Contingency	Marketing contingency including brand roll out	33,495	32,918	25,007	7,911	15,378	34,867
		303,495	237,168	162,932	74,236	230,880	238,855

Item No: 8.2

Subject: JETTY ROAD EVENTS UPDATE

Summary

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

This report provides an overview of recent and upcoming events.

Recommendation

That the Jetty Road Mainstreet Committee notes this report.

Background

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

Report

Planning for the 2025-26 events program and budget is currently in progress with the final program subject to Council endorsement.

A planning workshop was held with the Jetty Road Mainstreet Committee on Wednesday 7 May 2025, which also considered JRMCM's funding of council's proposed 2025-26 events program. The committee provided some key feedback during the workshop:

- The importance of activations for the precinct, particularly during the Tram Grade Separation Project and Transforming Jetty Road Project.
- The aim of any activity or campaign is to ultimately have positive economic impact on the precinct

The events program and budget are under review by Council to ensure long term sustainability, while also considering the short-term impacts of the Tram Grade Separation Project and Transforming Jetty Road Project. A council workshop on the event program was held 3 June 2025, during which JRMCM's feedback and budget allocation for winter, spring and summer activations as well as sponsorship of a Christmas pageant event was provided for Council consideration.

Since the May JRMCM workshop, and following a request from the committee, the events team has been in contact with third party operators to investigate opportunities for winter activations. Operators of existing events - Asia Oasis Street Food Festival and Glenelg Sunset Markets – have advised that they do not have the capacity or interest in running their existing

or other events during their off-peak season. Other operators did not have event-ready concepts available to implement at short notice but showed interest if an EOI or similar process was released in spring 2025. Another operator has quoted an initial cost of \$150k for a two-week tobogganing slope excluding facilitation resourcing, insurance, security or promotion.

Several winter activation concept ideas have been suggested by the JRMCM:

- Laneway activations combined with a 'super Saturday' offer from all precinct businesses
- Community concert series
- Singles/date night (buy 1 get 1 free in the precinct)
- Christmas in July/snowball fight
- Lego festival
- Car boot sale
- Pizza festival
- Augmented reality
- Mystery picnics
- Outdoor cinema

A range of creative winter activations have been provided however it must be noted that operational, logistical and financial constraints affect the advancement of many of these options

- Time constraints – there is insufficient lead time to adequately plan, coordinate and deliver many of these activations to the standard required
- Resource limitations – lack of events team capacity to facilitate additional activities during this period
- Lack of stakeholder coordination capacity – the absence of the dedicated Jetty Road Coordinator resource limits the ability to engage with local businesses and secure their participation in proposed initiatives
- Marketing & promotion lead time – inadequate lead time for the development and execution of effective promotional strategies
- Advance planning constraints – many larger or high-profile activations require long term planning to schedule with negotiations often undertaken a minimum of 6-12 months in advance
- Budget – Council has not currently approved a budget allocation for a winter activation to provide JRMCM with co-funding

These limitations mean the JRMCM may consider alternative methods to increase visitation and maintain promotion of the precinct during the winter period.

There are no upcoming events to report.

Budget

Allocations for identified events in the 2025-26 JRMCM budget have been established and are due to be approved by Council as part of the Annual Business Plan and Budget process.

Life Cycle Costs

Not applicable

Strategic Plan

Innovation: entrepreneurialism for lifelong growth, economic and social vibrancy

Council Policy

Not applicable

Statutory Provisions

Not applicable

Written By:	Event Lead
General Manager:	Community and Business, Ms M Lock

Item No: 8.3
Subject: **MARKETING REPORT**

Summary

This report provides an update on the marketing initiatives undertaken by the Jetty Road Mainstreet Committee (JRMCM) aligned to the 2024-25 Marketing Plan.

Recommendation

That the Jetty Road Mainstreet Committee notes this report.

Background

Council administration is responsible for implementing initiatives on behalf of the Jetty Road Mainstreet Committee (JRMCM) aligned to the Marketing Plan.

Report

Social media

Jetty Road’s social media performance in April showed significant growth, largely driven by a combination of paid advertising and the success of a high-performing Instagram post. This post alone reached 27,560 accounts—substantially higher than the top post in March, which reached 7,805 accounts. This demonstrates the considerable impact that a single, well-executed piece of content can have on overall engagement.

April was a busy month for the precinct, with key events such as AFL Gather Round, Easter, and Anzac Day contributing to increased foot traffic and local activity. These events naturally boost audience interaction with content that reflects real-time happenings and fosters a sense of shared community experience.

Instagram performance across all key metrics was particularly strong:

- *Follower growth:* 377 new followers, representing a +36.1% increase from March
- *Total views:* 237.1K, up +49.7%
- *Unique accounts reached:* 51.7K, up +96.4%
- *Content interactions:* up +96.4%
- *External link taps:* up +52.9%

These results indicate not only increased visibility but also stronger engagement and website traffic, underlining the value of compelling content and effective calls-to-action.

In summary, April’s performance highlights the importance of a dynamic and responsive content strategy. While monthly performance may fluctuate due to various external factors, such as events or campaign activity, a focus on quality content continues to drive positive outcomes for the precinct’s online presence.

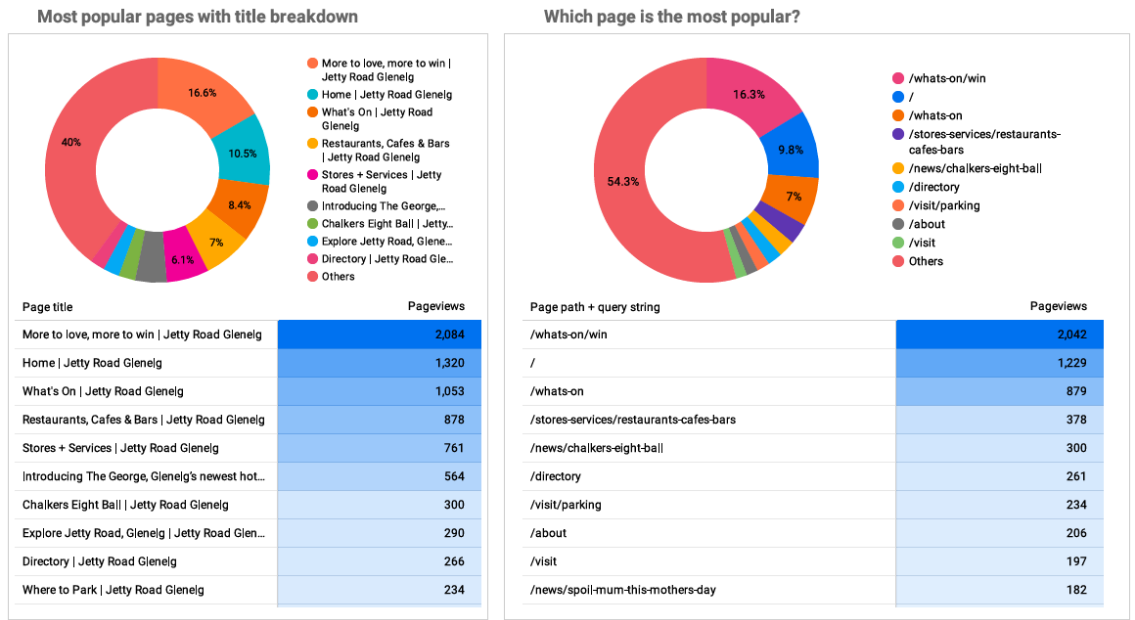
More to Love-More to Win competition

The More to Love-More to Win precinct-wide competition commenced on 31 March 2025 and concludes on 31 May 2025.

Consumers spending \$30 or more in any business within the Jetty Road precinct have the chance to share in weekly draws worth \$500, a mid-competition draw comprising a travel voucher and all eligible entrants remain in the draw for the major prize draw of two e-bikes. To date at time of writing a total of 1720 entries have been received, resulting in \$279,995 expenditure as of 19 May 2025.

The prize pool is currently \$12,000, consisting of vouchers purchased from businesses in the City zone. Promotional material continues to be distributed to businesses as the competition progresses. Digital and media advertising will continue throughout May. Due to reporting deadlines the final report on the effectiveness of the campaign will be compiled and presented at the August meeting.

The competition has generated the most traffic to the Jetty Road Glenelg website with the following data being recorded:



Micro Business Grant program

The Micro Business Grant program was launched on 20 January 2025. The grant provides Jetty Road businesses with up to \$500 for initiatives such as VIP nights, launch parties, menu reveals, new window displays and industry nights.

As of 21 May 2025, 11 have been approved and initiatives are either in the planning stage or have been undertaken. One business has invoiced for their completed project and the remainder have been contacted to provide an update of their status. There are six businesses that have been contacted as their applications remain unsubmitted in the portal, assistance has been offered to these businesses.

Marketing Campaign

In alignment with the More to Love More to Win competition, a dedicated social media campaign was delivered to support brand awareness and drive visitation and spend across retail and hospitality in the City zone.

Prior to AFL Gather Round, a series of paid and organic social media was implemented into South Australia and Victoria, resulting in a 100% increase in social media performance compared with the previous month. Influencers such as Connor Rozee and the Finlaysons were engaged to target a specific demographic.

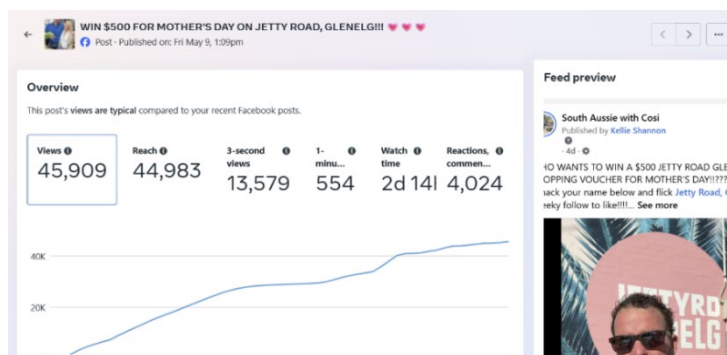
Due to unforeseen changes in programming commitments associated with the AFL Gather Round with well-known local personality Cosi (South Aussie with Cosi), a revised promotional approach was developed. The updated campaign aligned with the *More to Love, More to Win* promotion and Mother's Day activity to maintain campaign momentum following the AFL Gather Round initiatives.

Key elements of the campaign included:

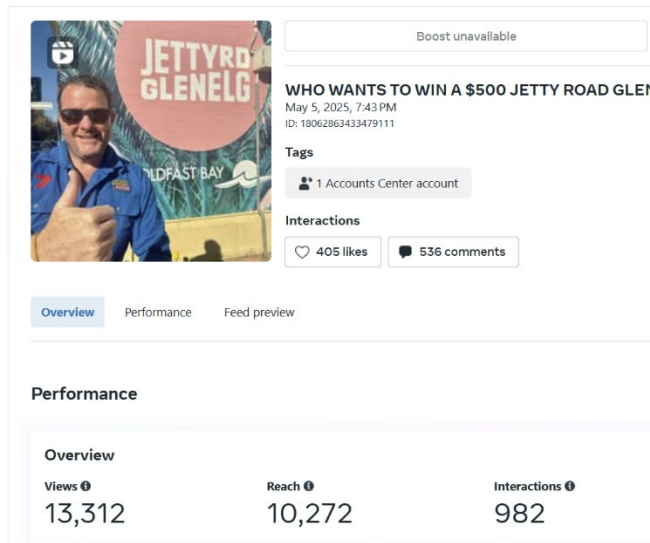
- integrated messaging across digital platforms to support both retail and dining offers in the City Zone
- a \$500 prize draw promoted through Cosi's social media channels to increase reach and engagement
- a further 'What's New' promotional video to provide additional content and coverage considering earlier scheduling challenges

The campaign attracted the following social media audiences:

Facebook



Instagram



A bonus post was posted on TikTok and this reel received over 200 comments and 200 likes on the social media platform.

Future engagement of influencers will align with the strategic objectives and target audiences determined by a marketing consultancy and Jetty Road Mainstreet Committee (JRMCM) to deliver a Jetty Road Strategic Marketing Plan and Implementation.

Jetty Road LOCAL Magazine

At the time of reporting, the Winter edition of the *Jetty Road LOCAL* magazine had been finalised and sent to print, with the distribution of 35,000 copies scheduled for early June. The popular *Winter Warmers* voucher initiative will once again feature in this edition, with 16 local businesses participating in this cost-effective advertising opportunity. This continued interest highlights strong local business engagement and support for seasonal promotional activity. Businesses were notified in February via the trader newsletter and social media of *Winter Warmers* advertising opportunities while further instore visits occurred - commencing in the City Zone, followed by the remainder of the precinct - with approximately 300 businesses visited.

The Winter issue launch will be supported with a marketing campaign with stories in the magazine used across Jetty Road digital platforms. The magazine is distributed to the following:

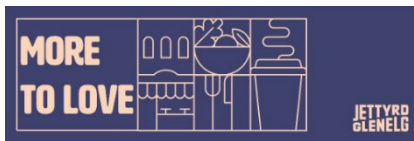
- 5,000 to over 70 accommodation sites across regional and metropolitan Adelaide throughout the life of the winter edition
- 7,000 to cafes and retailers across Adelaide
- 18,000 to Southern and Western Adelaide households
- 5,000 held for distribution to local Jetty Road businesses throughout the life of the winter edition



Consumer News

The Jetty Road consumer e-newsletter was emailed to 7,793 recipients on Tuesday 6 May 2025 to promote Mother's Day offers, What's New in the Precinct, Faces of Jetty Road, What's On and parking options available to visitors. The May edition attracted 31.7% open rate combining an audience demographic of male, female and another identity from 35 and up.

The June edition will coincide with the delivery of the winter edition of the Jetty Road LOCAL Magazine and increase awareness of the online edition.



What's On | Eat & Drink | Shop

Make Mother's Day unforgettable



JRMC Media Brief

JRMC Committee member Ryan Shipway developed a media brief to provide a quick turnaround option for precinct promotion to commence in early June ahead of the outsourcing of marketing services proposed for late July/early August. The brief falls outside the formal procurement process currently being undertaken. The open expression of interest for marketing services has been developed to consider all requirements and ensures transparency, fairness and appropriate use of funds. Proceeding with a brief outside of this process is likely to create concern in market regarding the integrity and openness of the EOI and is unlikely to offer significantly faster outcomes. For these reasons it is considered important that all marketing services be aligned under the future consultancy once appointed.

Expression of interest for Jetty Road Marketing Plan Development and Implementation – SA Tenders

On Thursday 15 May 2025 an expression of interest (EOI) was lodged on the SA Tenders website, to deliver a strategic marketing plan and implementation for the Jetty Road special rated area. An industry briefing was conducted on 21 May 2025 at the Brighton Civic Centre with interested parties attending in person and online. Applications close 30 May 2025.

The following scheduled is outlined in the expression of interest:

CURRENT STAGE – Request for Expression of Interest	
Stage 1 – Engage the Market	
15 May 2025	Release REOI via Tenders SA
21 May 2025	Industry briefing - 9.30am Brighton Civic Centre, 24 Jetty Road Brighton
22 May 2025	Close of questions and clarifications relating to the REOI
30 May 2025	Close of REOI
2-6 June 2025	Evaluation of EOIs
9-13 June 2025	Interviews (if required)
2 July 2025	Report to Jetty Road Mainstreet Committee for consideration and recommendation to Council
22 July 2025	Council endorsement of Contract with Preferred Registrant
25 July 2025	Unsuccessful Registrants advised of outcome
28 July 2025	Implementation programming

Budget

The JRMC has allocated \$293,495 towards implementing the 2024-24 Marketing Plan.

Life Cycle Costs

Not applicable

Strategic Plan

Innovation: entrepreneurialism

Sustainability: resilience in our economy

Council Policy

Not applicable

Statutory Provisions

Not applicable

Written By: Business Development Partner

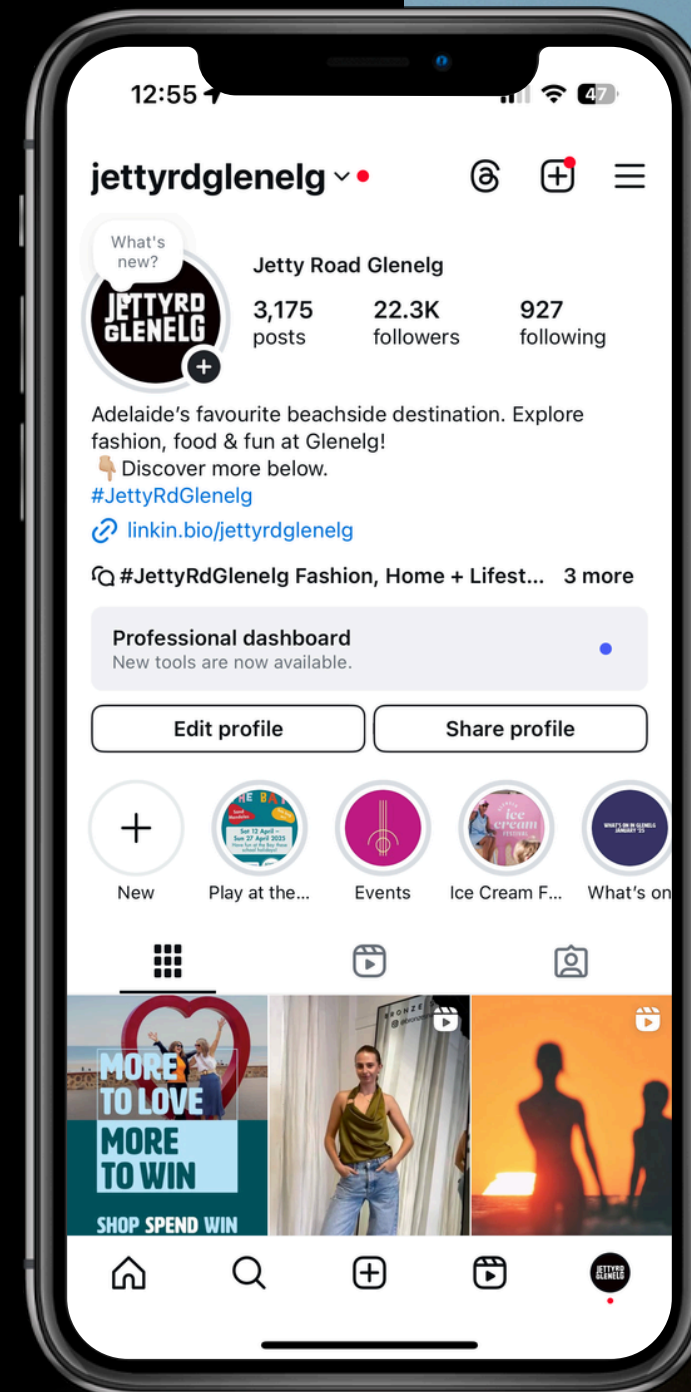
General Manager: Community and Business, Ms M Lock

Attachment 1

Jetty Rd x Say Cheese Social

Social Media Management
Report April, 25

PREPARED BY SAY CHEESE SOCIAL



Instagram Performance

Total Followers

22,860K

New Followers

+377 [+36.1%]

Total Views

237.1K [+49.7%]

Total Reach

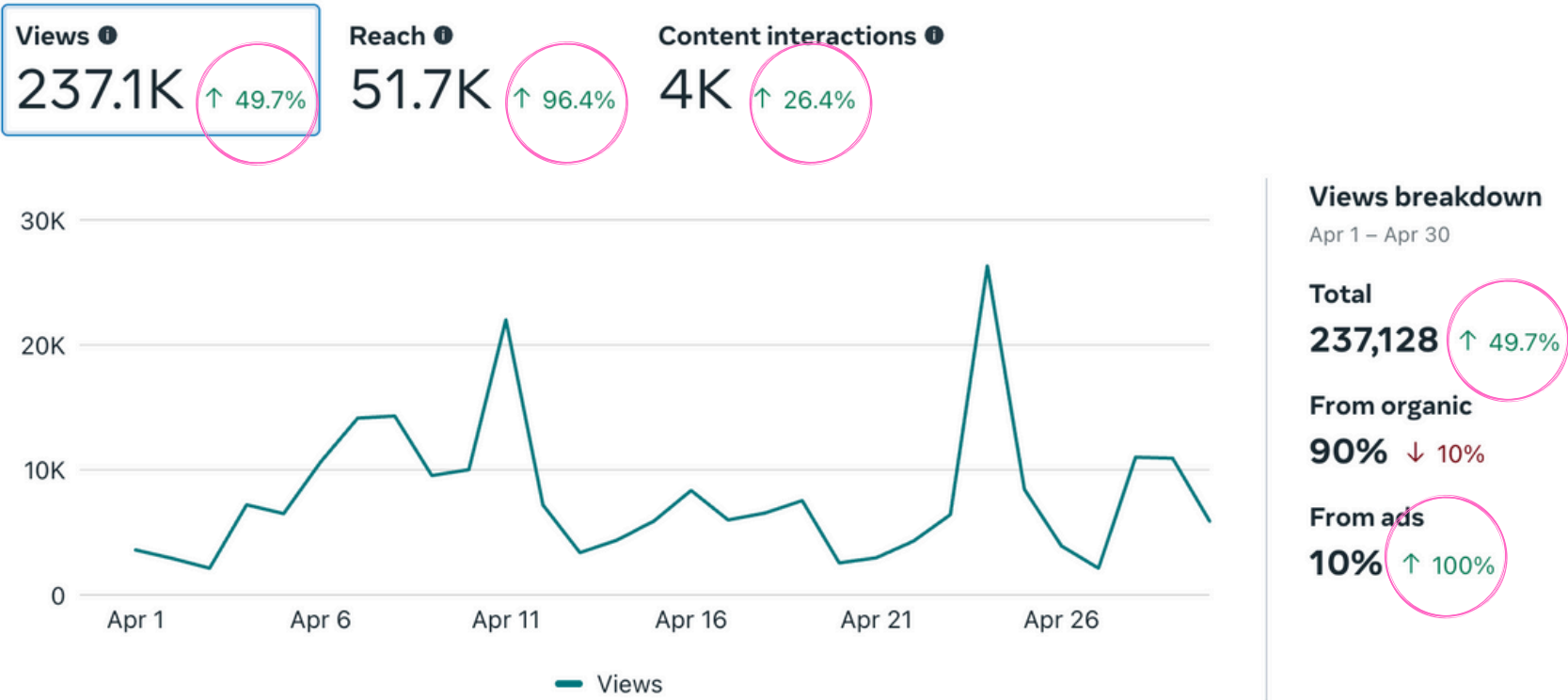
51.7K [+96.4%]

Content Interactions

4K [+96.4%]

External Link Taps

78 [+52.9]



This month, Jetty Rd's Instagram performance saw impressive growth across all key metrics. The account gained 377 new followers, marking a +36.1% increase from the previous month!







Instagram views reached a notable 237.1K [+49.7%,] reflecting strong visibility and audience engagement. The account also reached 51.7K unique accounts, a +96.4% increase, highlighting a significant increase in brand exposure.

Content interactions rose by +96.4%, while external link taps increased by +52.9%, demonstrating the effectiveness of compelling content and strategic calls-to-action in driving traffic to Jetty Rd's website.

This month's success can largely be attributed to a combination of paid ads and the performance of the top Instagram post, which reached 27,560 accounts, compared to just 7,805 for the top post last month. This highlights how a single, well-performing piece of content can significantly influence overall results! It's also worth noting that April was packed with events like AFL Gather Round, Easter, and Anzac Day. Having activity within the precinct naturally increases engagement, as audiences are more likely to interact with content that reflects real-time happenings and shared community moments.

Overall, these insights reinforce the importance of maintaining a dynamic and engaging content strategy, while recognising that monthly fluctuations are normal and often influenced by standout content, events or campaign activity.

Top performing posts – Instagram

Post		Engagement Rate	Engagements	Followers	Views	Reach	Likes	Comments	Saves	Shares
	APR 29, 2025 9:45 AM The @GeorgeGlenelg is now OPEN!! Introducing George Glenelg, a new luxury...	7.06%	1,947	22,505	38,724	27,560	1,052	38	91	766
	APR 25, 2025 9:12 AM This morning, thousands of attendees gathered in Moseley Square to honour the...	11.10%	1,067	22,489	16,091	9,612	956	10	19	82
	APR 7, 2025 6:00 PM It's official, @Shadow_Baking is coming to Jetty Rd, Glenelg. Founded by three...	14.14%	609	22,338	7,985	4,307	288	27	17	277
	APR 24, 2025 11:06 AM This month started strong with thousands making their way to Glenelg for the @AFL...	2.70%	95	22,478	5,417	3,521	89	2	3	1
	APR 4, 2025 6:15 PM Attention Port fans, this one's for you! 🍌 Enjoy an unforgettable night with Travis...	2.05%	65	22,311	5,125	3,168	53	1	2	9
	APR 11, 2025 6:09 PM Start the car!!! @shadow_baking OPENS TOMORROW!!! 🚗 Find them at 8/1 Colley T...	8.77%	259	22,407	5,520	2,954	190	17	5	47

This month's top-performing post was a reel promoting The George Hotel, featuring Tom Taplin delivering an engaging piece to camera. As a collaborative reel with three other Instagram accounts – The George Glenelg, Taplin Group, and Tom Taplin – the content had the opportunity to reach not only Jetty Road's audience, but also the combined audiences of the tagged/collaborative accounts. This reel reached 27,560 accounts, received 1,052 likes, 91 saves and an impressive 766 shares! Shares indicate strong audience enthusiasm and a willingness to spread the word, further increasing reach and visibility for Jetty Rd's offerings.

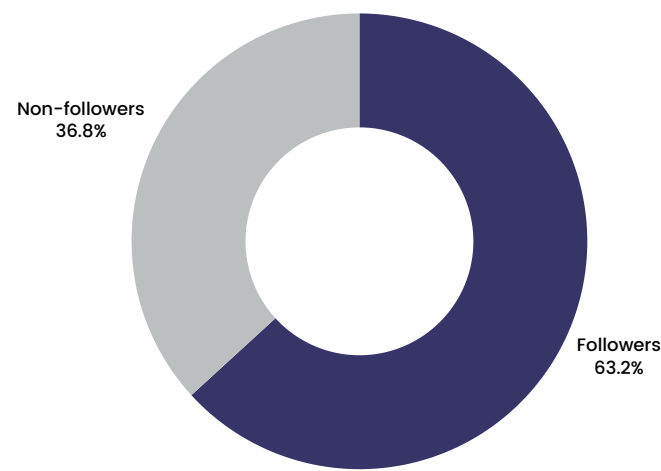
Your second top-performing post was a reel capturing the thousands of attendees at the ANZAC Day Dawn Service at Jetty Road, Glenelg. This powerful moment resonated with the community, reaching 9,612 accounts, earning 956 likes, and being shared 82 times. Posts like this tend to perform well as they foster a strong sense of local pride and togetherness.

Other high-performing posts included the launch of Shadow Baking Glenelg and a nostalgic throwback post to the AFL Gather Round weekend at Glenelg. Each of these posts generated notable engagement across key metrics such as likes, comments, saves, and shares.

Shares indicate that your posts are valuable and worth distributing to more people, and saveable content is simply content that your audience wants to view again. People saving your Instagram post is a strong indicator that your content has resonated with them, and that they found it valuable enough to save it for later.

Instagram Performance

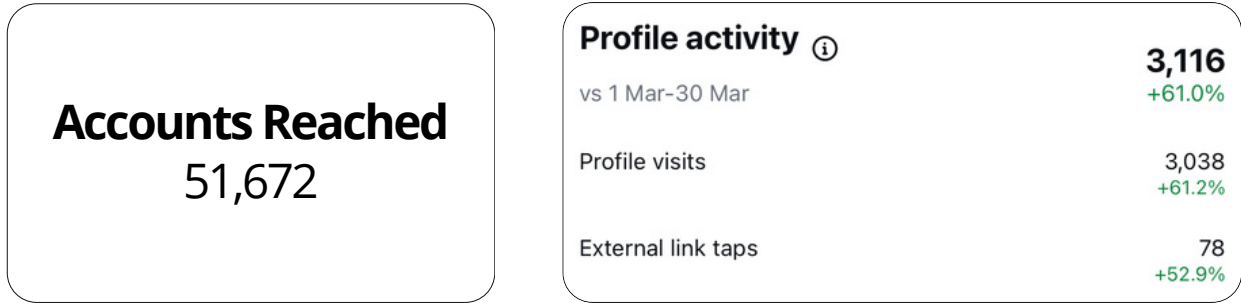
Views



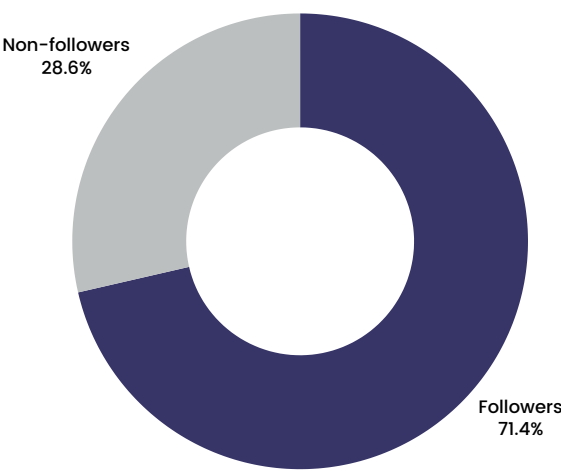
This month, Jetty Rd's Instagram performance increased and continued to reflect strong interest and engagement from your audience:

- 161,942 views [9.8% from ads]
- 3,116 profile activity [+61.0%]
- 51,672 accounts reached [+ 92.4% increase]
- 56.2% of content is viewed from stories, 21.25% from posts.
- 3,038 profile visits [+61.2% increase]
- 78 external link taps [+52.9% increase]

These insights highlight fantastic audience interest and strong organic performance.



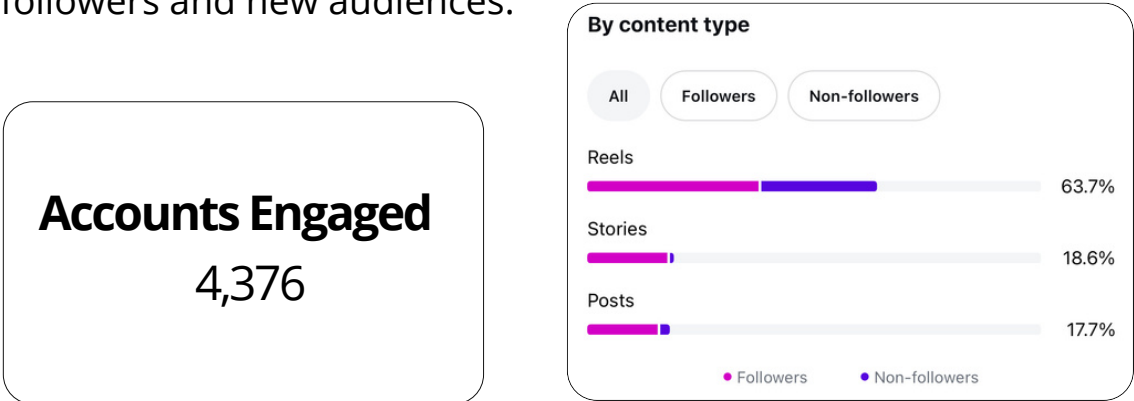
Interactions



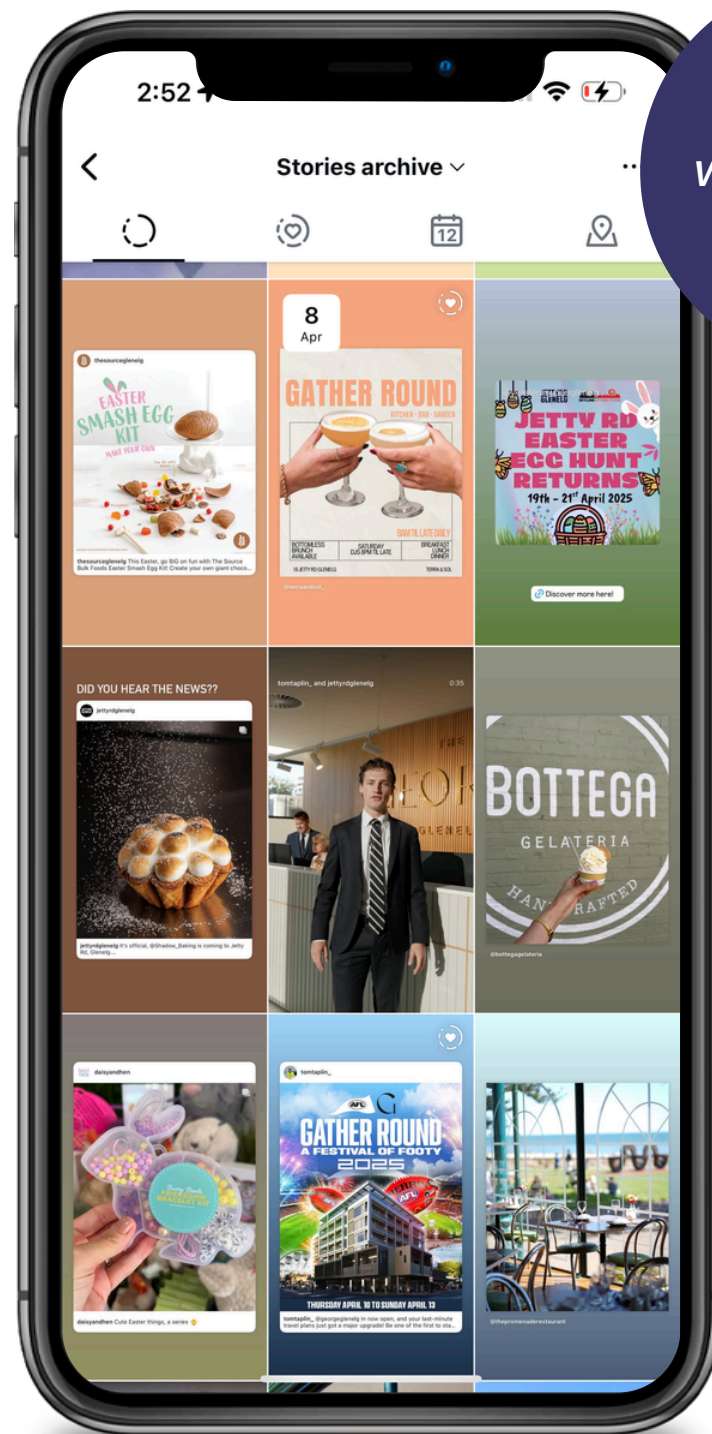
The results reflect positive momentum, showcasing strong engagement:

- 3,072 accounts engaged [+1,210]
- 3,256 4,376 interactions [+1,120]
- 1,062 shares across all content [+497]
- 14 saves across all content [+45]
- reels had the highest engagement [63.7%]

These numbers highlight the effectiveness of our content in reaching and resonating with both followers and new audiences.



Instagram Stories

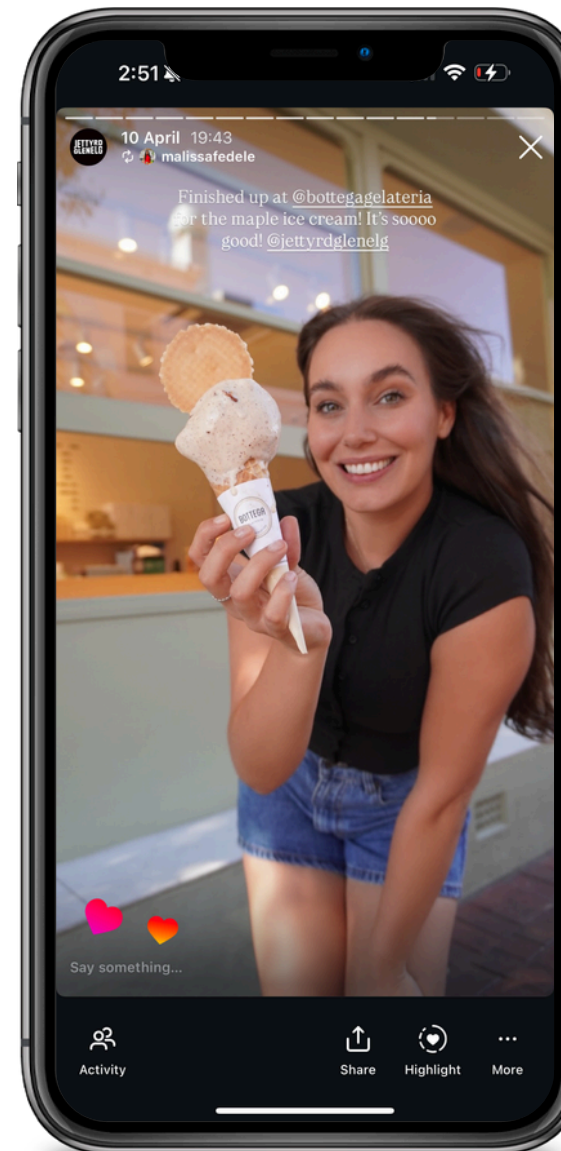


263 stories
were shared
in April.

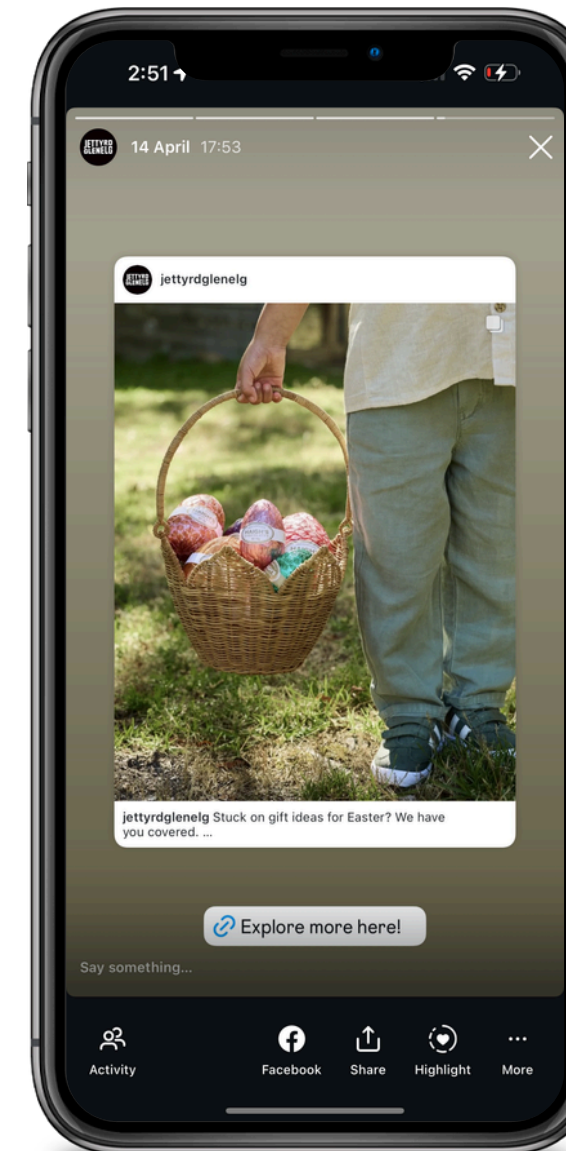
We shared 263 stories in April.

We re-share all relevant posts & tagged content to assist in driving engagement and retailer awareness.

Customised stories



Organic story reshare from
@MalissaFedele



Post reshare with live link to
drive users to Easter Gift
Guide Blog on website



Customised Stories to
inform followers 'what's on'
down Jetty Rd during AFL
Gather Round weekend

Story Series



Today at Jetty Rd Story Series – precinct visits

Story Series



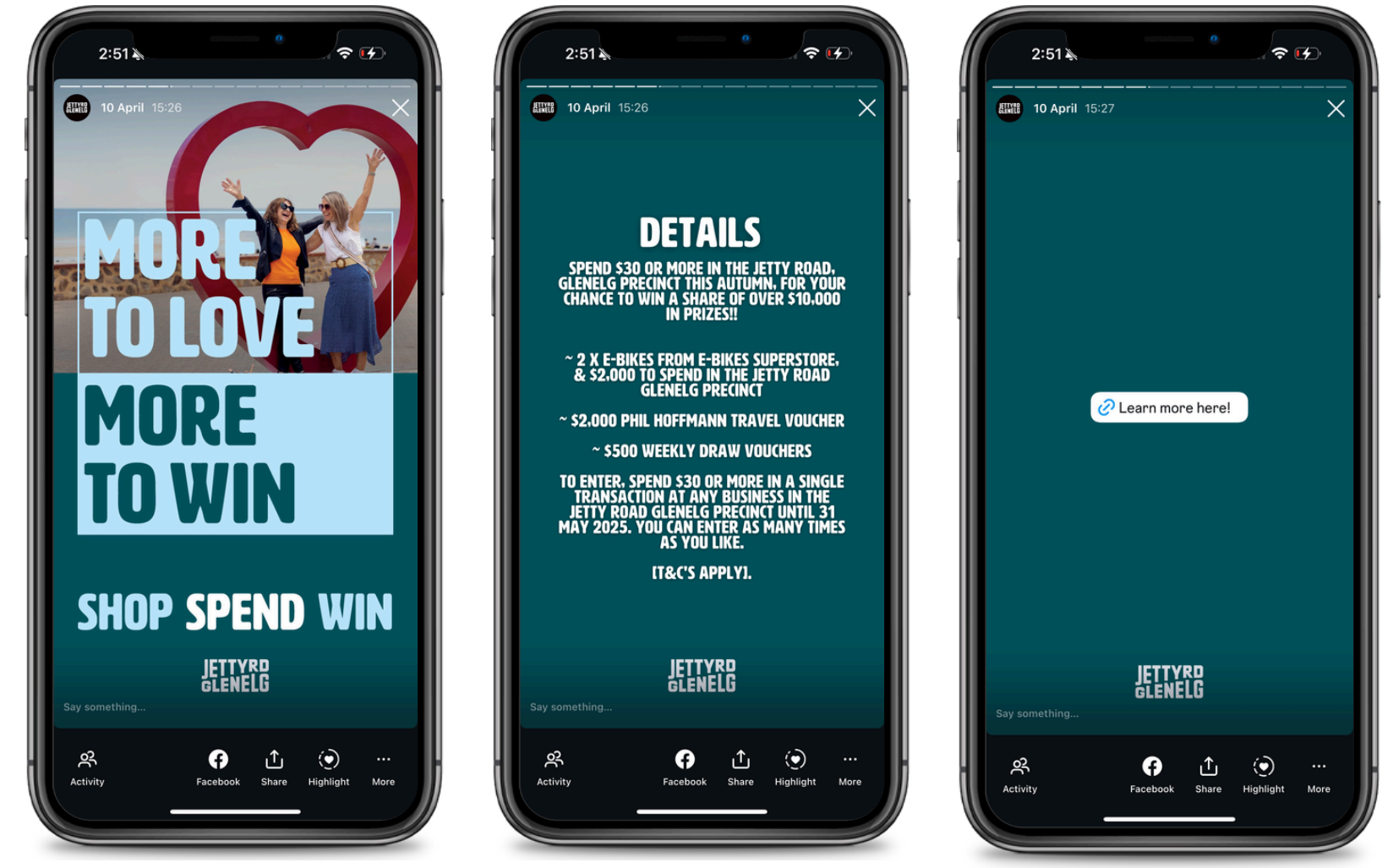
Made By Mandy Anzac Apple Crumble - Story Series

Link to blog post

Story Series

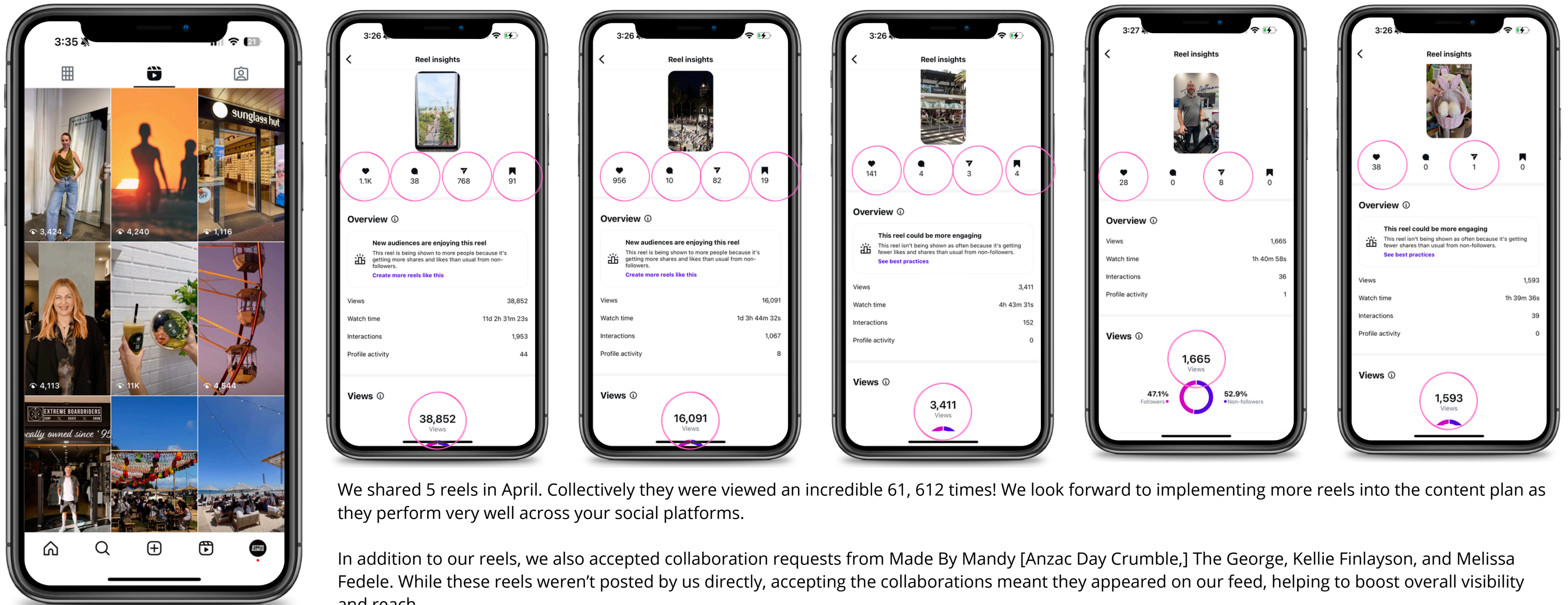


GLAM Adelaide's *Pokenom* article – Story Series



More To Love Story Series

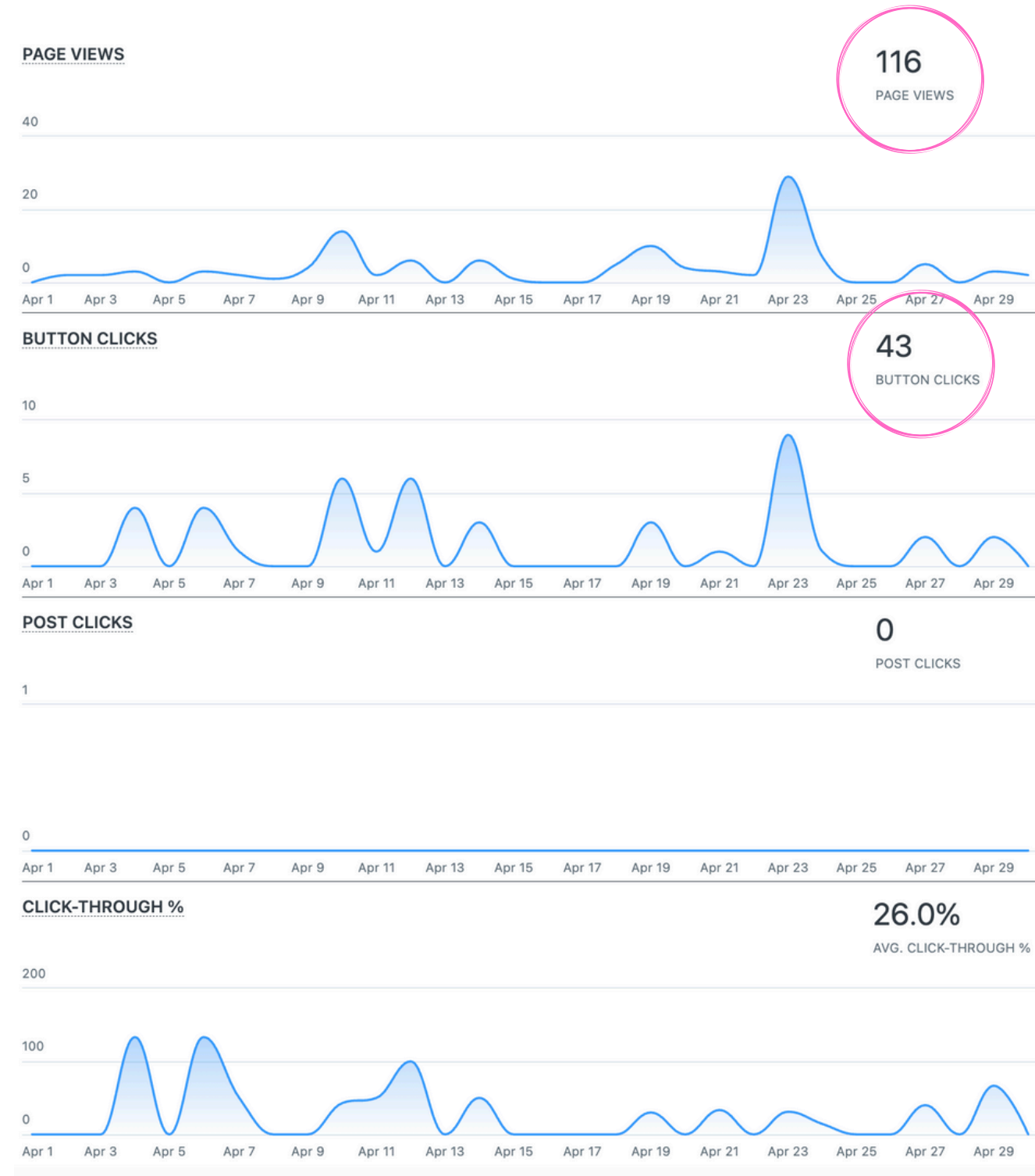
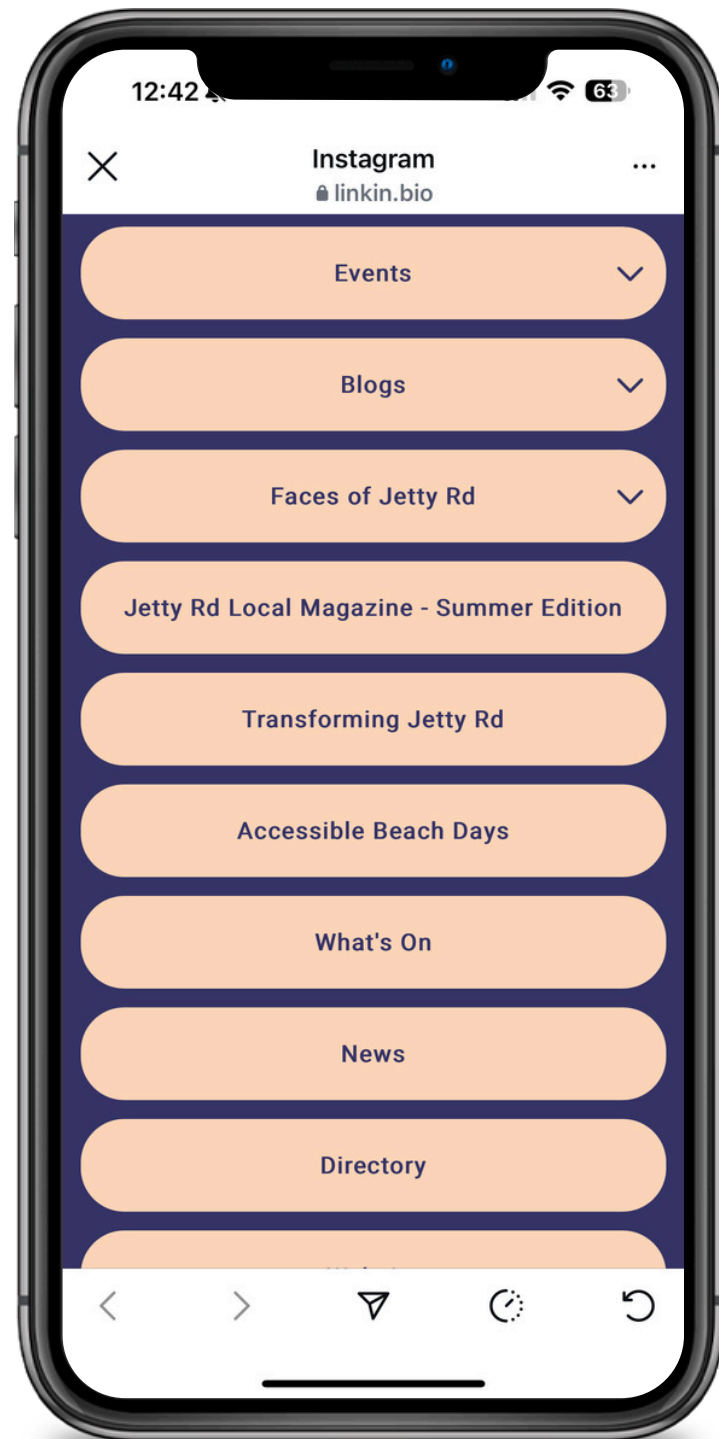
Instagram Reels



We shared 5 reels in April. Collectively they were viewed an incredible 61, 612 times! We look forward to implementing more reels into the content plan as they perform very well across your social platforms.

In addition to our reels, we also accepted collaboration requests from Made By Mandy [Anzac Day Crumble,] The George, Kellie Finlayson, and Melissa Fedele. While these reels weren't posted by us directly, accepting the collaborations meant they appeared on our feed, helping to boost overall visibility and reach.

Link in bio



This month, Jetty Rd's link in bio recorded 116 [+47,] demonstrating strong interest in the content we're sharing. Additionally, we saw 43 [+2] button clicks, showing that users are engaging well with our calls to action.

Link in Bio CLICKS - April

Events: 30 clicks [141 total clicks]

Blogs: 5 clicks [17 total clicks]

Faces of Jetty Rd: 10 clicks [28 total clicks]

What's On: 13 clicks [50 total clicks]

Directory: 7 clicks [16 total clicks]

Website: 3 clicks [16 total clicks]

Banners



Mother's Day Gift Guide

We've handpicked the best gifts and experiences!

8 clicks since Apr 29, 2025



Made By Mandy's Anzac Apple Crumble

Tap here for recipe!

29 clicks since Apr 23, 2025

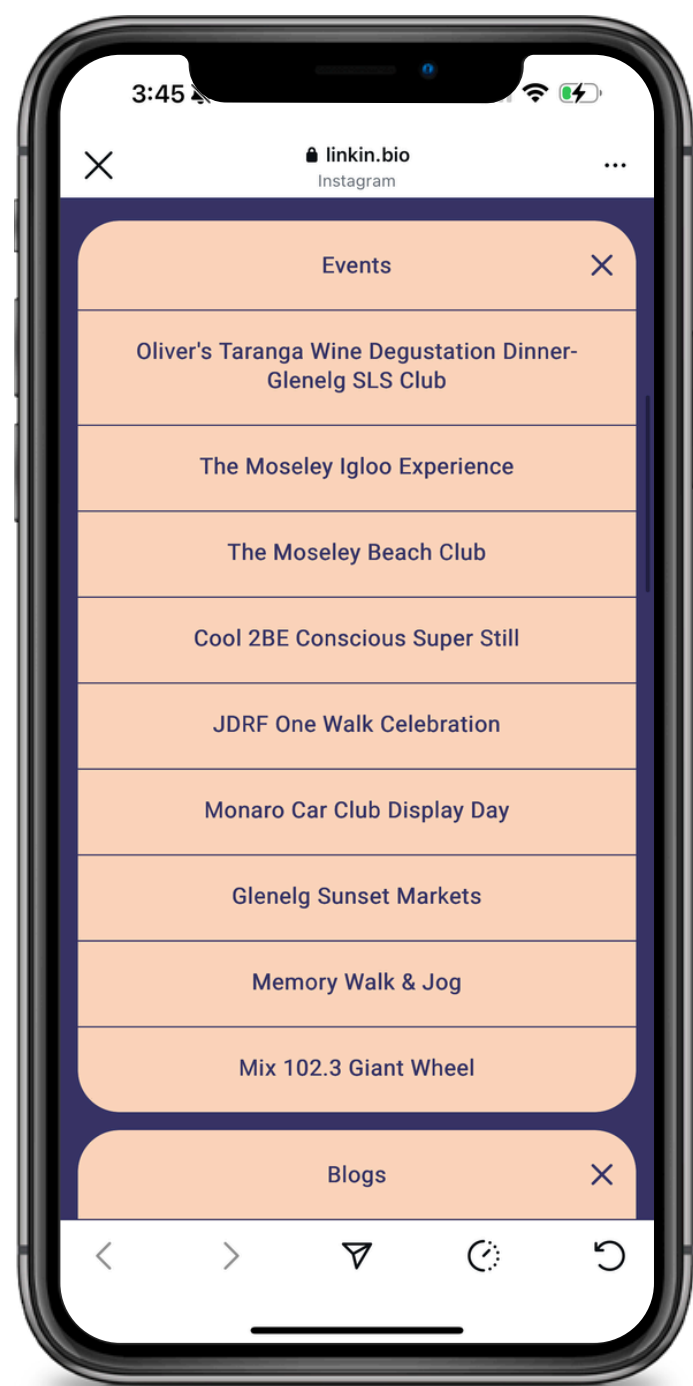


Things to do Easter Long Weekend!

Click here to read more!

16 clicks since Apr 9, 2025

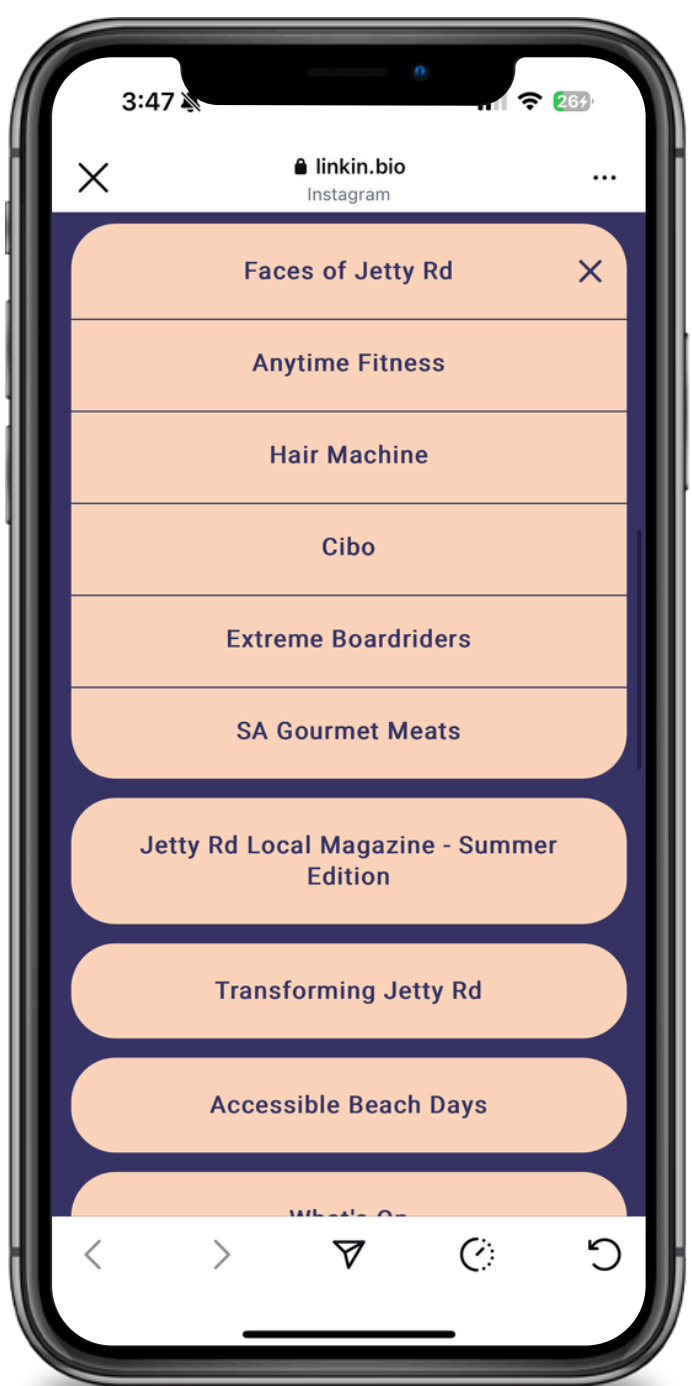
Link in bio – drop down menus



Upcoming events



New blogs



Faces of Jetty Rd Campaign

Facebook Performance

Total Page Followers

36,289K

New Followers

+380 [+153.3%]

Total Reach

359.8K [+260.7%]

Total Visits

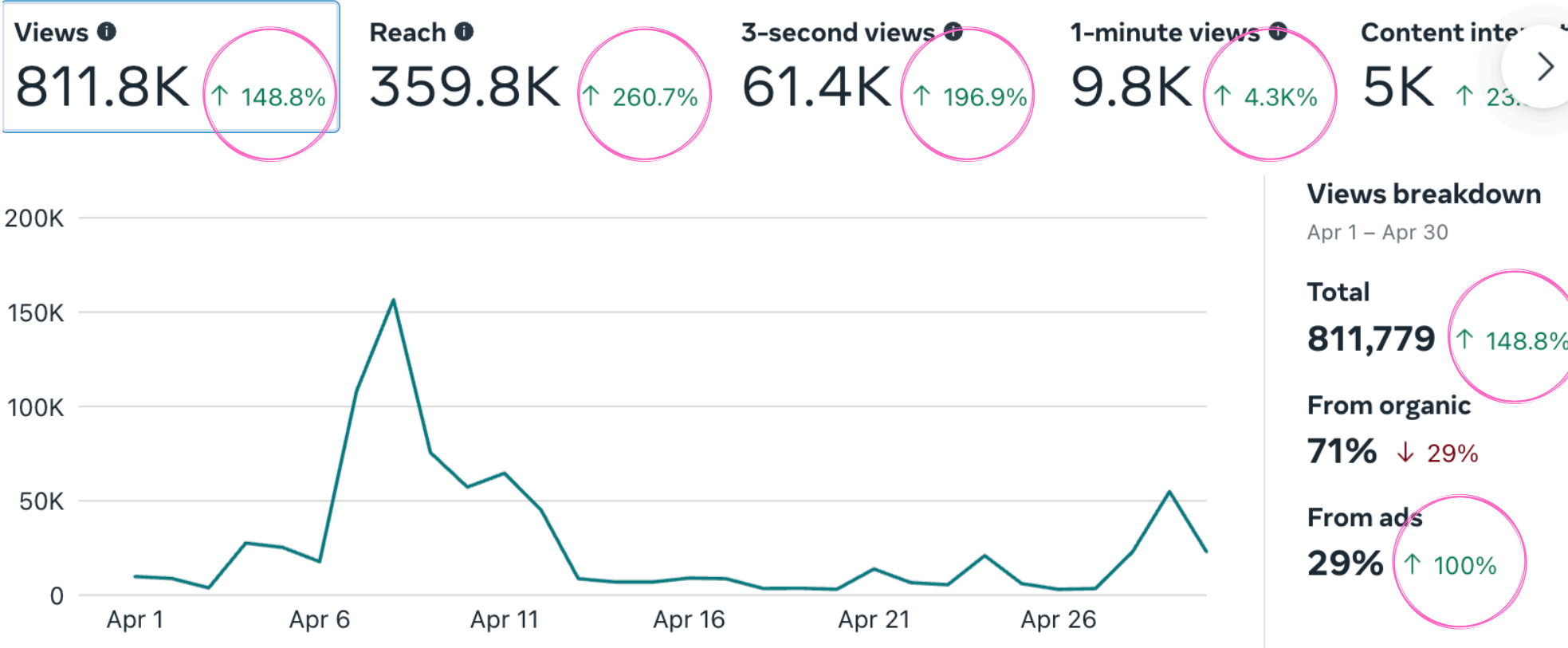
5.2K [+91.4%]

Views

811.8K [+148.8%]

Content Interactions

5K [+23.3%]



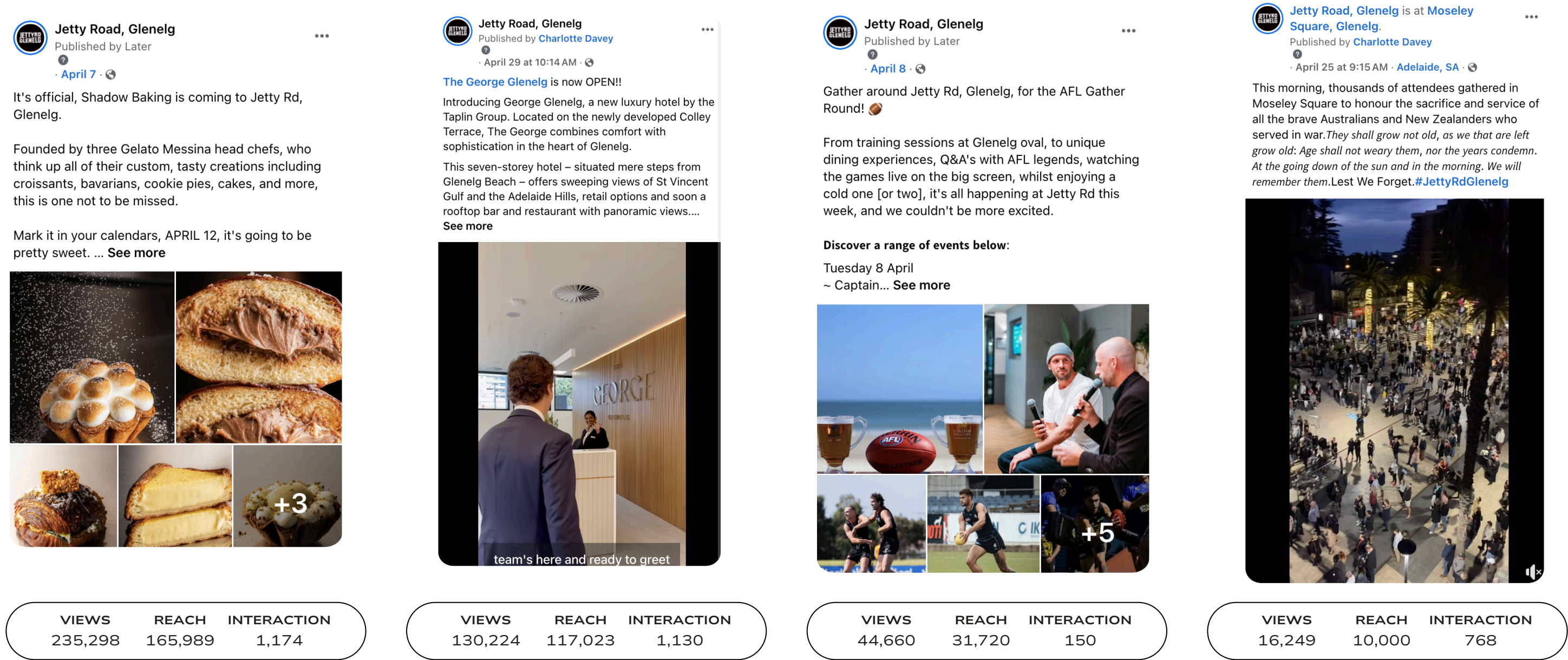
This month, Jetty Rd’s Facebook account saw increases across all Facebook metrics. The page welcomed 380 new followers, marking a +153.3% increase in comparison to last month and further expanding its online audience. Content remained highly impactful, generating 5K interactions [+23.3%,] a clear indication that posts are resonating and encouraging meaningful engagement through likes, comments, and shares. Facebook’s reach this month saw a +269.7% increase, totalling 369.8K accounts.

The account also recorded an impressive 811.8K views [+148.8%,] demonstrating a solid connection with both existing followers and new audiences.

It’s important to recognise that events and activity at Jetty Road continue to directly influence and boost social media performance. Additionally, paid ads saw a 100% increase this month, compared to no ad activity last month, which significantly contributed to the rise in Facebook metrics in April.

That said, even without the support of ads, the account continues to grow and perform well organically. These consistent results highlight strong potential for sustained growth and deeper audience engagement moving forward.

Top performing posts – Facebook



This month, your top-performing post on Facebook was a carousel announcing the arrival of new retailer Shadow Baking in Glenelg. This post reached an incredible 165,989 accounts and received a high level of interaction with 1,174 engagements. It highlights the strong community interest in new, local openings and their power to attract broader attention.

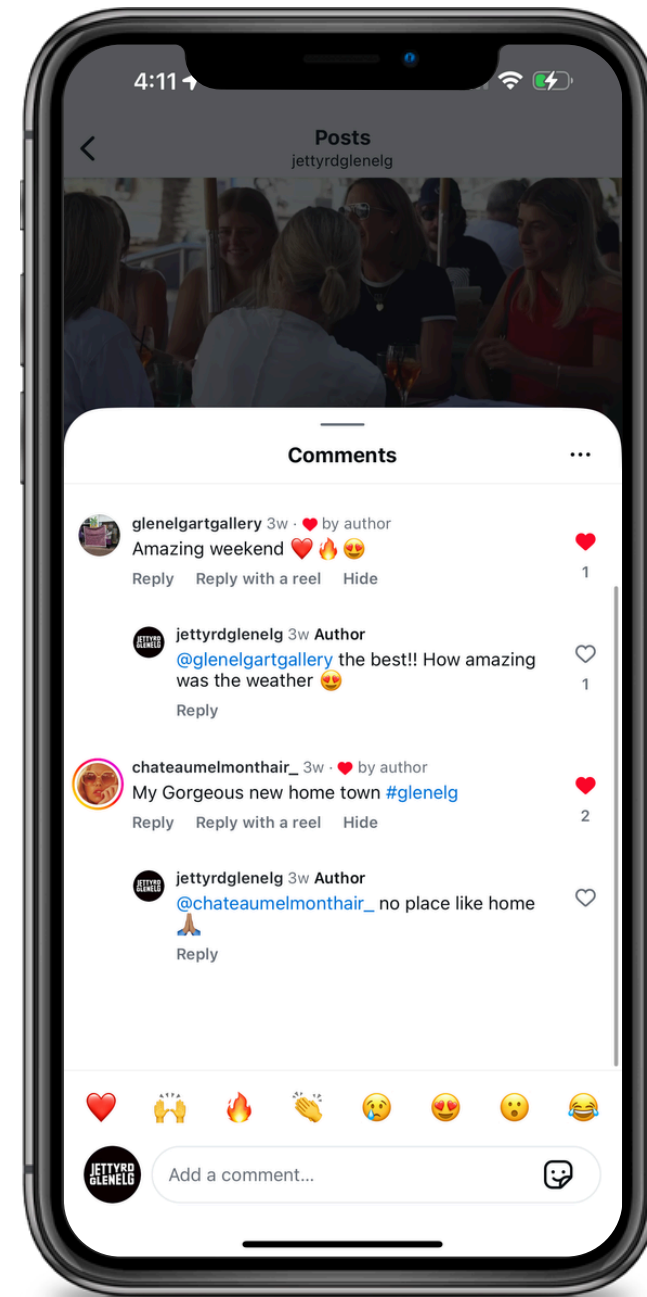
Your second top-performing post was a reel we produced promoting the new George Hotel. This reel reached 117,023 accounts and generated 1,130 interactions. Reels continue to be a high-performing format, and integrating more of them into your content strategy will help maintain momentum and expand your reach.

This was closely followed by a post highlighting all the activities happening along Jetty Road during the AFL Gather Round weekend. These results indicate that posts tied to local events, openings, and community interest stories drive engagement and are key to ongoing content success.

Community Engagement



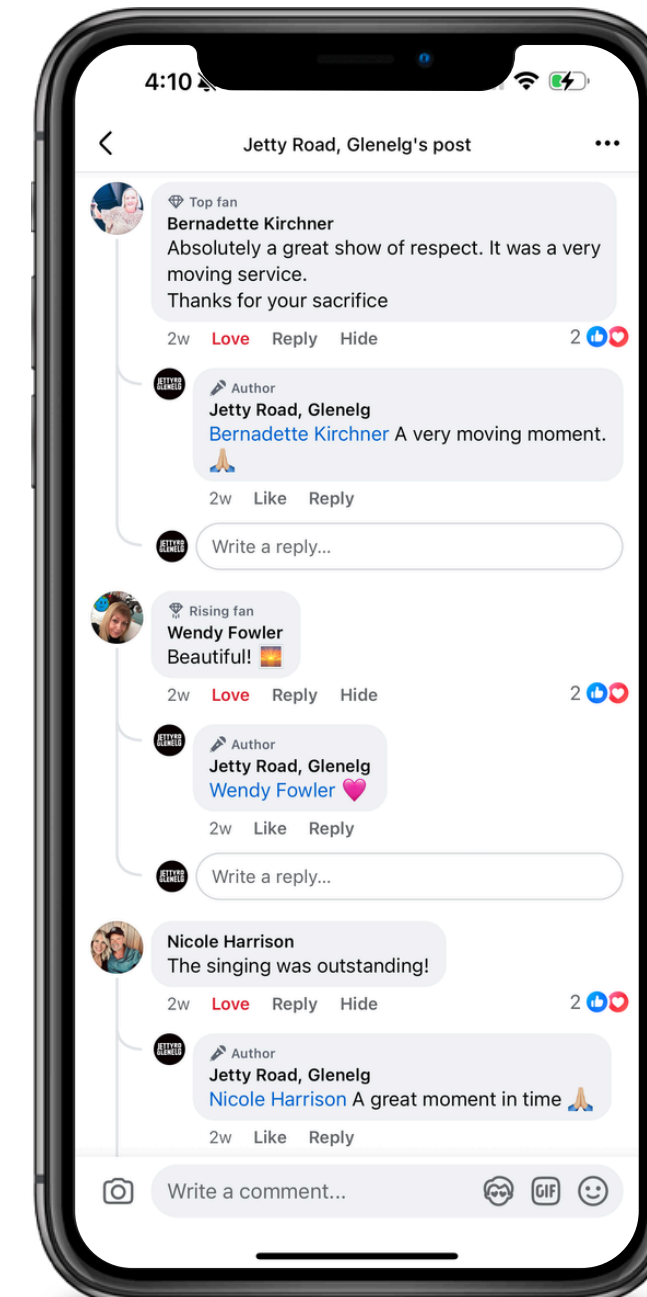
INSTAGRAM



INSTAGRAM



FACEBOOK



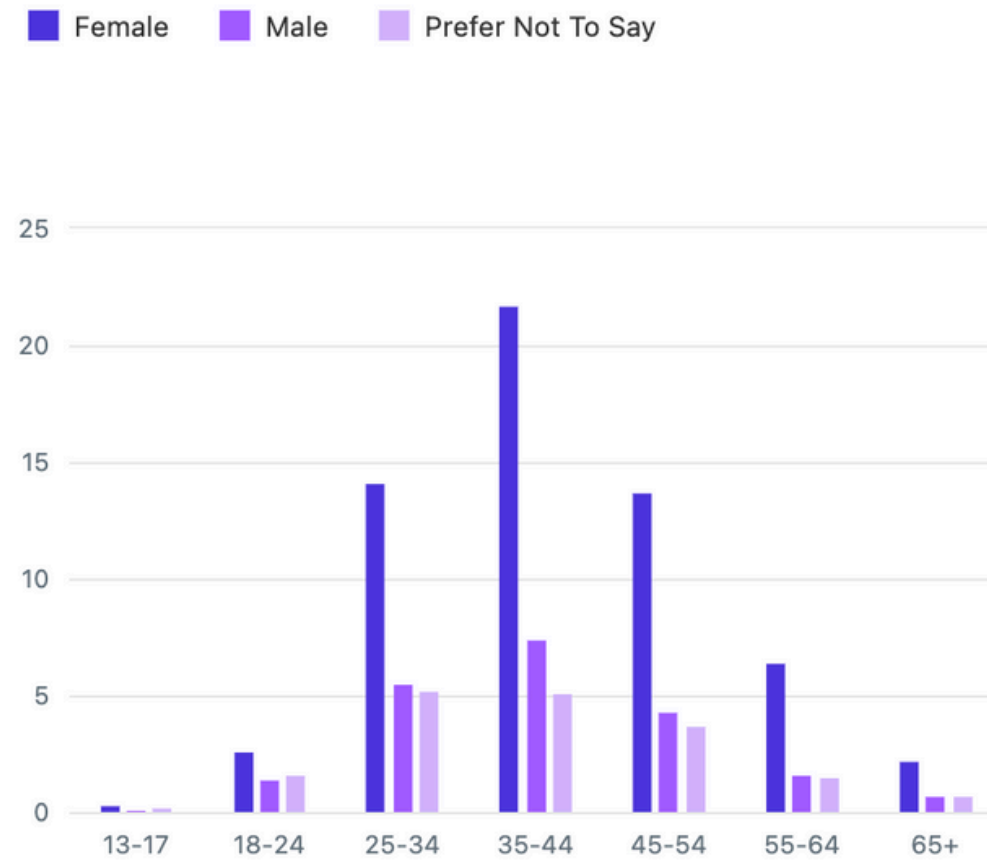
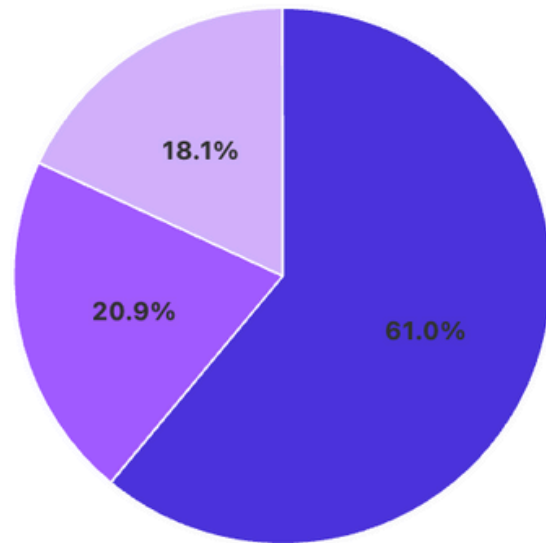
FACEBOOK

We engage with each and every comment, DM and story, as a way to build and maintain a strong online community.

Demographics

AUDIENCE BY GENDER

Female Male Prefer Not To Say



SAY CHEESE
S O C I A L