

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

5 November 2025 at 6pm



Pamela Jackson
Chief Executive Officer



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. **Apologies**

3.1 Apologies received – Saxon Smith, Stacey Mills, Ryan Shipway

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 1 October 2025 be taken as read and confirmed.

6. **Presentations**

7. **Questions by Members**

7.1 **Without Notice**

7.2 **On Notice**

7.2.1 Uptake of Celebrate Local Campaign – G Martin (Report No: 384/25)

8. **Motions on Notice**

8.1 Mainstreet SA Twilight Tours of Jetty Road – Councillor Kane (Report No: 369/25)

8.2 Spendmapp Data for Jetty Road Glenelg – Councillor Kane (Report No: 383/25)



9. **Reports By Officers**

- 9.1 Action List Update (Report No: 364/25)
- 9.2 Jetty Road Events Update (Report No: 366/25)
- 9.3 Monthly Finance Update (Report No: 367/25)
- 9.4 Marketing Report (Report No: 368/25)

10. **Urgent Business – Subject to the Leave of the Meeting**

11. **Date and time of next meeting**

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 3 December 2025 in the Mayor's Parlour – Glenelg Town Hall, Moseley Square, Glenelg.

12. **Confidential Items**

13. **Closure**



Pamela Jackson
Chief Executive Officer

Item No: 7.2.1

Subject: QUESTION ON NOTICE – UPTAKE OF CELEBRATE LOCAL CAMPAIGN –
G MARTIN

Question

Gilia Martin asked the following question:

"Can Administration provide an update on the uptake of residents to the Celebrate Local Campaign, and provide an insight into what data is expected to be included in the forthcoming November update?"

Background

On 11 August 2025, the City of Holdfast Bay introduced the Celebrate Local campaign designed to encourage residents of Holdfast Bay to support nearby businesses by accessing personalised, value-packed offers from participating traders in their community.

It was estimated that every \$100 spent by the local community \$60.90 is estimated to stay in the local community. Participating businesses received free promotional support from the City of Holdfast Bay as part of a dedicated campaign to boost local spending and an opportunity to reach more local customers and build long-term community loyalty.

The program has been assessed through website traffic and conversion rates. Community participation, feedback from businesses and residents, retail vacancy rates and reports on local spending.

The pilot will be assessed within six months of commencement. If deemed successful, the program will be launched in other key precincts throughout City of Holdfast Bay.

Answer – Manager, City Activation

Businesses have reported customer interest in the program, though uptake of offers varies across traders. Most businesses have enacted an existing offer or have chosen not to retain offer uptake data so are unable to provide evidence of participation in the Celebrate Local program.

Businesses however have provided feedback that they see the program as a positive promotion of the precinct and are happy to take part in this low-cost opportunity.

Participating businesses received flyers, counter cards and decals for in-store publicity however some retailers have opted not to display these due to store policies. Further promotion to residents occurred in October in the City of Holdfast Bay resident magazine Our Place and rates notices.

The November report is not anticipated to reflect any significant variation in outcomes.

Item No: 8.1

Subject: **MOTION ON NOTICE – MAINSTREET SA TWILIGHT TOUR OF JETTY ROAD – COUNCILLOR KANE**

Proposed Motion

Councillor Kane proposed the following motion:

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.

Background

Mainstreet SA is dedicated to celebrating, developing and building networks of mainstreet makers in South Australia. They do this by delivering a range of events and activities to build relationships, activate education, celebrate leadership and showcase exceptional outcomes.

Mainstreet SA Twilight Tours would provide councils and mainstreet associations with a unique opportunity to host tailored walking tours of their precincts, attracting industry professionals, placemaking experts, and anyone interested in learning more about the area.

It presents a valuable opportunity for the City of Holdfast Bay and the Jetty Road Mainstreet Committee to showcase the outcomes of the Transforming Jetty Road project, share insights into challenges and innovative approaches, highlight street art and installations, and explore the precinct's history, evolution, marketing, place activation strategy, and local economy. It also allows the Council and Committee to demonstrate how they are shaping the future direction of Jetty Road for generations to come.

Following the tour, participants are invited to share in networking drinks at a local business, which opens more opportunities for local businesses to be involved.

Item No: 8.2

Subject: MOTION ON NOTICE – SPENDMAPP DETAILS FOR JETTY ROAD
GLENELG – COUNCILLOR KANE

Proposed Motion

Councillor Kane proposed the following motion:

That the Jetty Road Mainstreet Committee:

1. **Endorses 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.**
 2. **Requests 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.**
-

Background

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.

Item No: 9.1

Subject: ACTION LIST UPDATE

Summary

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

Recommendation

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

Background

This report is a new initiative to keep the Jetty Road Mainstreet Committee (JRMCC) 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 JRMCC, 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, General Manager Community and Business

General Manager: Community and Business, Ms M Lock

Attachment 1

Jetty Road Mainstreet Committee - Action Items
as 1 October 2025

Meeting	Agenda Item	Action Required	Responsibility	Estimated Completion Date	Current Status
13 August 2025	7.2.2 Jetty Road Precinct Signage	Request to expand messaging past Augusta St and around bus replacement services and ascertain whether DIT can provide usage figures on bus replacement services	GM Community and Business	September 2025	Pending
13 August 2025	8.3 Jetty Road Events update	Sea to Shore program update to be provided for review	Manager City Activation	JRMC Oct 2025 meeting	In progress, update provided in Events Report
3 September 2025	8.5 Marketing Report	Social media footage filmed in stores to be provided to store trader on request.	GM Community and Business	05/09/2025	Say Cheese to provide a rate for businesses for access to footage. Communications team notified to provide any footage upon request from a trader. Traders to request via hello@jettyroad.com
3 September 2025	8.5 Marketing Report	That Administration seeks feedback from participating traders on the uptake of the Celebrate Local campaign.	Manager, City Activation	01/10/2025	Feedback sought. Anecdotal information included in marketing report with further detail anticipated in November.
3 September 2025	8.5 Marketing Report	That Administration includes reporting on the click rate on specific articles on the Consumer Newsletter.	Michelle Logie	JRMC Oct 2025 meeting report	Will be included in the November report as consumer newsletter statistics unavailable in time for October reporting
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 Oct 2025 meeting	In progress – Angus to provide update

**Jetty Road Mainstreet Committee - Action Items
as 1 October 2025**

Meeting	Agenda Item	Action Required	Responsibility	Estimated Completion Date	Current Status
1 October 2025	8.1 Jetty Road Events Update	That the Glenelg Good Times session scheduled for Sunday 5 October 2025 in Rose Street be cancelled.	GM Community and Business	immediately – date imminent	Marnie confirmed that the event was cancelled.
1 October 2025	8.6 Marketing and Communications Service Agreement	That the Jetty Road Mainstreet Committee: 1. endorses the service agreement between the Committee and Council for the provision of marketing and communications services; and 2. recommends that Ms M Lock, General Manager, Community and Business sign the agreement as delegated under section 36 of the <i>Local Government Act 1999</i> .	GM Community and Business		Completed Michelle Logie has provided a proposed fee for service for the JRMC marketing activities.
1 October 2025	8.7 Adoption of JRMC Terms of Reference	That the report be deferred until the December 2025 Committee meeting on the basis that Administration will plan the implementation of the membership transition under the proposed Terms of Reference.	Marnie Lock	JRMC meeting on 3 December	In Progress
1 October 2025	9.1 Correspondence to Minister for Transport	That the Committee writes to the new Minister for Transport to follow up previous correspondence to the former Minister for Transport on the matter of support for businesses during the Tram Grade Separation Project.	GM Community and Business	21 October 2025	In progress 16/10/25 Letter approved by G Martin. Letter to be sent by 17/10/25
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.	GM Community and Business		In progress

**Jetty Road Mainstreet Committee - Action Items
as 1 October 2025**

Meeting	Agenda Item	Action Required	Responsibility	Estimated Completion Date	Current Status
1 October 2025	11.1 Society Marketing Communications – Marketing Plan 2025-26	That the Jetty Road Mainstreet Committee: - adopts phases 1 and 2 of the marketing plan and associated budget, and brand identity work outlined within ‘optional add on’ projects; and - notes phase 3 of the plan and considers the actions and associated budget as part of the 2026-27 annual business planning process, commencing in November 2025.	GM Community and Business		The General Manager Community and Business, Manager Communications, Manager City Activation and relevant staff met with Society Marketing to discuss implementation of phase 1 and refine roles and responsibilities.

Item No: 9.2

Subject: JETTY ROAD EVENTS UPDATE

Summary

The Jetty Road Mainstreet Committee (JRMCC), 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.

Recommendation

That the Jetty Road Mainstreet Committee notes this report.

Background

The Jetty Road Mainstreet Committee (JRMCC), 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.

The 2025-26 events program and budget were approved by Council on 10 June 2025, noting Council's Annual Business Plan and associated 2025-2026 budget was endorsed on 23 July 2025.

Report

Council's Events team is currently undertaking the detailed design and planning of events scheduled through May 2026. A summary of the upcoming program is outlined below.

Glenelg Good Times Sessions

The Jetty Road Mainstreet Committee (JRMCC) planned a series of micro activations to promote Jetty Road, Glenelg as open for business and encourage local residents to support precinct traders. These activations collaborated with existing businesses to enliven small areas and offering visitors more reasons to spend time on the street. Five of the six activations were successfully delivered, with one cancelled due to no trader interest.

The Glenelg Good Times Sessions was held on various Sundays from 31 August to 12 October, taking place in side streets off Jetty Road, with the final activation held in Moseley Square on Saturday 18 October. The series was promoted across Jetty Road and trader social channels and via precinct signage.

The JRMC allocated \$75,000 to the project during the Transforming Jetty Road Project and state government's Tram Grade Separation project and Council allocated \$20,000 for an external event contractor to manage the activation series on behalf of the JRMC.

Across five activations over 4,000 patrons visited the precinct to enjoy local music, food, and beverages. Businesses responded positively to the event series, acknowledging the clear efforts made to encourage public visitation to Glenelg throughout the ongoing disruption.

Overview:

31/08 – Milton Street: 770 attendees (Beach Burrito, Dante's Deli, Bottega Gelateria)
14/09 – Chapel Plaza: 590 attendees (Bullet Club, Glenelg Pizza House)
28/09 – Soal Street: 540 attendees (Beach Burrito, Yo Chi)
05/10 – Rose Street: cancelled
12/10 – Sussex Street: 920 attendees (Massey Espresso Cucina Dolce, Gelatissimo, Sussex Social Café, Crystal Healing)
18/10 – Moseley Square: 1230 attendees (Rosa Mexicano)

Final invoices were undergoing reconciliation at the time of reporting, with an update provided at the meeting.

Christmas at the Bay – 6 December 2025

Christmas at the Bay will be held across Moseley Square and Jimmy Melrose Park in place of the traditional pageant in 2025, due to the Transforming Jetty Road Project.

The event will feature a vibrant mix of children's activities, market stalls, photo opportunities with Santa, twilight carols and stage performances showcasing local community groups. Trader and community participation is currently being sought, particularly for food vendor involvement, with an EOI released in early October via e-news and trader social media channels. At reporting deadline no interest from Jetty Road traders had been received. The deadline for the EOI is 24 October.

In addition, a Jetty Road Glenelg Christmas window display competition, inviting visitors to vote for the favourite festive window via a QR code will encourage foot traffic down the street. A trader EOI to participate in the competition will be release in early November.

Glenelg Ice Cream Festival – 6 February 2026

Planning is underway for the fourth annual Glenelg Ice Cream Festival with the early February date selected to align with favourable weather conditions, the reopening of the roadway as part of the Transforming Jetty Road project, the anticipated return of the tram in late January, while not competing with other key events across Glenelg and greater Adelaide.

The 2026 program will build on the success of previous years while introducing new elements where feasible, all within the co-funded budget. The event will once again feature a road closure along Jetty Road, from Colley Terrace to Gordon/Partridge Streets, transforming the precinct into a vibrant celebration of summer treats and community spirit.

Highlights of the festival include:

- Ice cream village: A curated selection of ice cream and dessert pop-ups from Jetty Road traders and invited external vendors, offering a diverse experience.
- Kids' activity zone: Engaging entertainment and hands-on fun for children of all ages.
- Dog-friendly area: Featuring 'ice cream' pup cups and pet-friendly amenities.
- Live music: Performances from local artists to create a lively atmosphere.
- Sensory-friendly space: A calm and inclusive environment designed for attendees with sensory sensitivities.

Sea to Shore – 15-16 May 2026

Following confirmation of the revised dates to enable Adelaide's only dedicated seafood festival, Sea to Shore, to align with state-wide festival Tasting Australia, efforts shifted to developing a ticketed event offering to be part of Tasting Australia's associated events program. Inclusion in the program provides valuable promotional support, elevates the event's profile and connects with a broader audience and key demographics.

In collaboration with event ambassadors' – seafood industry expert, Amanda Prance and Stamford Grand executive chef Jamie Steele – a curated suite of four masterclasses has been accepted into the program. Scheduled for Friday evening and throughout Saturday each masterclass will accommodate up to 40 participants at the cost of \$70 per person. These ticketed experiences will complement the free-entry festival and expand its appeal to new audiences.

The focus now turns to curating the broader festival program, with ambassadors leading the selection of vendors, demonstration kitchen content, and additional activities.

An Expression of Interest (EOI) for trader participation will be released in the new year.

Upcoming events

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

- *The Local* music event – 8 November 2025
- *Neon Tides* music event – 9 November 2025
- *Moseley Beach Club* – 1 December 2025
- *Bay Sheffield* – 27-28 December 2025
- New Year's Eve fireworks – 31 December 2025
- *Dawnbreak Silent Disco* – 3 & 5 January 2026
- Glenelg Greek Festival and Blessing of the Waters – 9-11 January 2026

Budget

Allocations for identified events are included in the 2025-26 JRM 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

Written By: Event Lead

General Manager: Community and Business, Ms M Lock

Item No: 9.3

Subject: MONTHLY FINANCE REPORT

Summary

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

Recommendation

That the Jetty Road Mainstreet Committee notes this report.

Background

The Jetty Road Mainstreet Committee (JRMCM) 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

As at 30 September 2025, the Jetty Road Mainstreet program is tracking well financially. The annual budget, including a carry forward of \$111,220, totals \$856,010. Year-to-date (YTD) actual expenditure is \$96,235 against a YTD budget of \$145,938, resulting in an underspend of \$49,703.

The largest area of expenditure is marketing, with \$282,226 spent so far this financial year, up from \$238,855 in the previous year. This includes costs for social media, signage, public relations, publications, advertising, promotions, and contingency.

Overall, the program is showing a net surplus of \$22,787.

Refer Attachment 1

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 SEPTEMBER 2025

	Annual Budget	YTD Budget	YTD Actuals	Variance	2023/24 Actuals	2024/25 Actuals
Revenue						
General Rates Raised	724,790	724,790	724,782	(8)	660,238	707,112
Other Income	20,000	250	45	(205)	5,791	1,303
	744,790	725,040	724,827	(212)	666,029	708,415
Expenses						
Employee Costs	125,000	31,250	-	31,250	220,761	133,213
Sponsorships	20,000	-	-	-	40,595	25,000
Professional Services	456,010	114,002	95,887	18,116	-	-
Event Management	-	-	-	-	5,112	11,461
Food & Drink	5,000	185	348	(163)	4,342	3,384
Lighting	-	-	-	-	10,533	1,059
Gift Card Expenditure	-	-	-	-	6,210	-
Public Art Projects	50,000	-	-	-	6,210	-
Other Expenditure	5,000	500	-	500	2,447	4,284
Marketing						
Social Media Management	-	-	-	-	9,358	12,206
Signage	-	-	-	-	12,000	57,528
Public Relations	-	-	-	-	52,528	8,675
Publications	-	-	-	-	65,018	62,618
Advertising	-	-	-	-	26,541	41,771
Promotions	-	-	-	-	38,543	47,699
Marketing Contingency	-	-	-	-	34,867	51,729
Co-funded Events						
Winter Activation	75,000	-	-	-	75,000	75,000
Summer Activation	45,000	-	-	-	40,000	50,000
Seafood Festival	75,000	-	-	-	50,000	50,000
Special projects						
	-	-	-	-	-	50,000
	856,010	145,938	96,235	49,703	700,065	685,628
Net Profit/(Loss)*	(111,220)	579,102	628,593	49,491	(34,036)	22,787

*Annual Budget includes carry forward amount from 2024/25 of \$111,220

INCOME & EXPENDITURE STATEMENT 30 SEPTEMBER 2025

		Annual Budget	YTD Budget	YTD Actuals	Variance	2023/24 Actuals	2024/25 Actuals
Expenses							
Marketing							
Social Media Management		-	-	-	-	9,358	12,206
Signage	Bus wraps, Holdfast Walk and light posts	-	-	-	-	12,000	57,528
Public Relations	PR, Blogs and Consumer News, Faces of Jetty Road, photoshoot	-	-	-	-	52,528	8,675
Publications	JR LOCAL Magazine	-	-	-	-	65,018	62,618
Advertising	Social Media advertsing, Website, Google Adwords, YouTube advertising	-	-	-	-	26,541	41,771
Promotions	Shopping campaigns including Jetty Road Gift Card	-	-	-	-	38,543	47,699
Marketing Contingency	Marketing contingency including brand roll out	-	-	-	-	34,867	51,729
		-	-	-	-	238,855	282,226

Activity

200 - Salaries
249 - Wages - Overtime
250 - Salaries Superannuation
283 - Sponsorships
301 - Professional Services
310 - Project/Event Management
31D - Retail Strategy Implementation
345 - Signage
395 - Public Relations
401 - Christmas Decorations
415 - Food and Drink
41F - Food, Drink, Entertainment (FBT Applicable)
426 - Printing and Stationery - Other
433 - Marketing - Promotion & Familiarisation
438 - Directory Board
449 - Lighting
495 - Publications
800 - Other Expenditure
801 - Advertisements
806 - Donations
80Z - Internal Expenses Charged by Other Budget Items
817 - Insurance - Workers Compensation - Sals
846 - Promotional Items
898 - Credit Card Expenditure yet to be Allocated
89A - Carry Forward Budget
8GC - Gift Card Expenditure
900 - Miscellaneous Income
966 - General Rates Raised
974 - Sales - Other and Promotional Items
9GC - Gift Card Revenue
COV - COVID-19 Related Expenditure
M92 - Treasure Hunt Income
308 - Public Art Projects

201 - Salaries - Vehicle Allowance
205 - Wages
248 - Salaries - Overtime
970 - Rentals/Hire
90Z - Internal Income Received from Other Budget Items

Vlookup reference

Employee Costs
Employee Costs
Employee Costs
Sponsorships
Social Media Management
Event Management
Retail Strategy Implementatio
Signage
Public Relations

Food & Drink
Food & Drink
Other Expenditure
Marketing Contingency
Other Expenditure
Lighting
Publications
Other Expenditure
Advertising
Donations
Other Expenditure
Employee Costs
Promotions
Other Expenditure
Other Expenditure
Gift Card Expenditure
Other Income
General Rates Raised
Other Income
Other Income

Other Income
Public Art Projects

Employee Costs
Employee Costs
Employee Costs
Other Income
Other Income

(Enquiry)

Activity	Original Budget	Current Adopted Budget
200 - Salaries	206,758	125,000
249 - Wages - Overtime	0	0
250 - Salaries Superannuation	24,811	0
283 - Sponsorships	20,000	20,000
301 - Professional Services	35,500	456,010
308 - Public Art Projects	50,000	50,000
310 - Project/Event Management	60,000	0
345 - Signage	10,000	0
395 - Public Relations	40,000	0
415 - Food and Drink	5,000	5,000
433 - Marketing - Promotion & Familiarisation	50,000	0
495 - Publications	60,000	0
800 - Other Expenditure	1,721	5,000
801 - Advertisements	0	0
805 - Grant - expenditure	0	0
80Z - Internal Expenses Charged by Other Budget Items	0	0
817 - Insurance - Workers Compensation - Sals	6,000	0
846 - Promotional Items	0	0
898 - Credit Card Expenditure yet to be Allocated	0	0
89A - Carry Forward Budget	0	0
966 - General Rates Raised	(724,790)	(724,790)
974 - Sales - Other and Promotional Items	(20,000)	(20,000)
	(175,000)	(83,780)
	0	0

898 - Credit Card Expenditure yet to be Allocated - FEB 25 allocations, manually entered above

Advertisements	Aug	Sep
Professional Se \$	976	1300.76
Food and Drink		
Food Drink Ent \$	221 \$	127
Other		
Credit Card Expenditure yet to be Allocated -\$	1,197	-1300.76
\$	0	

2497.48

Budget Item	Original Budget	Current Adopted Budget
226 - Glenelg Mainstreet	(175,000)	(83,780)
J02 - Winter Activation - Jetty Road Contribution	75,000	75,000
J03 - Summer Activation	50,000	45,000
J05 - Seafood Festival	50,000	75,000
	0	111,220

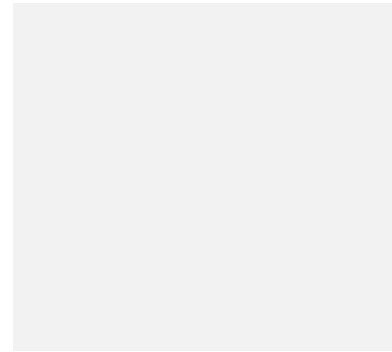
Current Adopted YTD Budget	YTD Actuals	YTD Variance
31,250	0	31,250
0	0	0
0	0	0
0	0	0
114,002	95,887	18,116
0	0	0
0	0	0
0	0	0
0	0	0
185	348	(163)
0	0	0
0	0	0
500	0	500
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0
(724,790)	(724,782)	(8)
(250)	(45)	(205)
(579,102)	(628,593)	49,491
0	0	0

Class
Employee Costs
Employee Costs
Employee Costs
Sponsorships
Professional Services
Public Art Projects
Professional Services
Signage
Public Relations
Food & Drink
Marketing Contingency
Publications
Other Expenditure
Advertising
#N/A
Other Expenditure
Employee Costs
Promotions
Other Expenditure
Other Expenditure
General Rates Raised
Other Income

Cells manually adjusted fot timing

TOTAL	
\$	2,277
\$	-
\$	348
\$	-
-\$	2,497

Current Adopted ☐	YTD Actuals	YTD Variance
YTD Budget		
(579,102)	(628,593)	49,491
0	0	0
0	0	0
0	0	0
(579,102)	(628,593)	49,491



Item No: 9.4

Subject: **MARKETING REPORT**

Summary

This report provides an update on the marketing initiatives undertaken by the Jetty Road Mainstreet Committee (JRMC) aligned to the newly adopted 2025-26 Marketing Plan, including activities delivered prior to its implementation.

Recommendation

That the Jetty Road Mainstreet Committee notes this report.

Background

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

Report

At its meeting on 1 October 2025, the JRMC adopted the marketing plan for the remainder of 2025, developed by the new marketing agency, Society. This marks a significant step forward in delivering a coordinated approach to promoting and activating the Jetty Road, Glenelg precinct. In the lead-up to implementation, the JRMC has continued to support interim initiatives to maintain momentum and engagement within the precinct.

Marketing - Society

Since commencing work with the Jetty Road precinct, SOCIETY's focus has been on delivering in three key areas: onboarding and immersion between the Jetty Road team and SOCIETY, earned and paid activations to be delivered prior to Christmas and paid advertising campaigns including Good Times Sessions and the continuation of existing campaigns until early 2026.

Earned/Owned

SOCIETY attended a Jetty Road Marketing Committee meeting on 1 October to present the agency's proposed Marketing Plan for the Jetty Road precinct, as well as take feedback and questions from traders and Committee members. Following this meeting, amendments and changes were made to the initial Marketing Plan and translated into initial concept documents on how Jetty Road can capitalise on Black Friday shopper foot traffic through both paid advertising collateral and the Styling Session activations. Initial concepts were shared with Council, after which feedback was received and applied.

SOCIETY has now provided an expression of interest for relevant traders to be involved in the Styling Sessions and is also conducting their own reach outs to traders via our trader contact database. Conversations have begun with local content creators and stylists, of which a shortlist including rationale and pricing will be shared with Administration in the coming days.

Immersion

SOCIETY also met with Administration to establish a Ways of Working document to set out best practices for a successful client/agency relationship, including contact preferences, WIP regularity and approval processes. SOCIETY will continue to monitor these communications and work with Administration on finessing the best ways of working moving forward.

Paid

In August, SOCIETY was contacted regarding the design and development of promotional assets for Jetty Road's winter micro events, running from August - October 2025. The team devised the name Good Times Sessions and designed promotional assets to be used in the precinct and online, including; printed bin, pole and entry coreflutes, the Moseley Square banner, digital screens and social media tiles.

SOCIETY has also continued to liaise with Jetty Road on the planned campaign approach to be carried through to early 2025, including the sharing of a full asset list for current campaign work and local council assets available to use. The team has made connections with media partners to Jetty Road including; SCA, ARN, JC Decaux and Ooh Media and is working on a proposal for paid campaign work for Phase One.

SOCIETY and Jetty Road are meeting for a full team WIP on Tuesday 28th October where the above paid and earned/owned actions will be moved forward.

Refer Attachment 1

Social Media

In September, Jetty Road's Instagram account experienced very strong growth across key metrics, reflecting heightened interest and engagement from both new and existing audiences.

Highlights include:

- +397 new page followers
- +25.8% increase in accounts reached
- +29.8% increase in page views
- 4 reels posted in September recorded a total of 27,965 views

366 stories were shared in September including one customised story series per week to promote a minimum of three retailers that fit the theme. Retailers' organic content also continued to be reshared to stories as well as user-generated content.

Instagram performance across all metrics have resulted in the following:

Total followers:	23,397
New followers:	397 (+84.7%)
Total views:	424,300 (+29.8%)
Content interactions:	3,700 (+20.2%)
Total 'organic' reach:	37,100 (+25.8%)

The top-performing post by reach this month was a reel introducing the flower installation, Elysian Fields, on Jetty Road. It reached an impressive 44,225 accounts, and garnered 774 likes, 60 shares and 96 saves - one of our best yet.

This was followed by another reel of the same installation, which also recorded significantly strong engagement.

These results clearly highlight that the installation was popular among the audience, and that viewers had a positive reaction to the new look on Jetty Road, Glenelg. This solidifies that the community and online presence of Jetty Road has been positively built across social platforms with growth continuing to increase.

This is compared to last month's strongest post on Instagram about Ghanda Clothing's new store, which reached 4,150 accounts and gained 10,073 views.

In September, Jetty Road's Facebook page experienced incredibly strong growth across key metrics, with new followers increasing by 1,400 and total views rising by 36.9% to 523,100.

As a snapshot insight into performance, the top performing post for the month was the 12 September reel showcasing Elysian Fields, which achieved 50,490 views and 1,177 interactions. This indicates that this new entry statement on Jetty Road was widely received by the audience as a positive addition to the precinct and should remain a content focus on social media platforms.

Overall, it is clear this month that the Elysian Fields posts were successful in terms of views and interactions and contributed positively to the analytics for the month in terms of interactions and engagement.

Refer Attachment 2

Radio Media

The radio campaign delivered via SAFM, Triple M and Listnr which began in June has been extended to the end of November. This ensures a campaign driving visitation to Jetty Road continues in market while initiatives under the newly adopted 25-26 marketing plan are developed by SOCIETY. The key messaging of the campaign focused on '*Jetty Road, Glenelg is open, vibrant, and welcoming all year round – come for a day or stay for the weekend*'.

During the extension of the campaign, it is estimated 535,100 people in Adelaide across the SAFM and Triple M networks will hear the Jetty Road, Glenelg messaging on average 6.7 times across the campaign period. In addition, there will be 40,000 targeted digital audio impressions. The projections indicate that 49.3% of all 25–54-year-olds in Adelaide will hear the campaign.

Consumer Newsletter

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

August newsletter

Delivered to: 7,696 recipients

Subject line: Jetty Road is open for business | Spoil Dad with a day at the Bay

Unique opens: 1,107, (14.5%)

Clicks per unique opens: 13.2%

Most clicked: Jetty Road website homepage (84 unique clicks) and Celebrate Local page (54 unique clicks)

September newsletter

Delivered to: 7,643 recipients

Subject line: A new arrival has bloomed at the Bay | More to love on Jetty Road, Glenelg

Unique opens: 1,147, (15.1%)

Clicks per unique opens: 27.7%

Most clicked: Our go-to healthy hotspots on Jetty Road (91 unique clicks)

Jetty Road Website

In September 2025, the Jetty Road Glenelg website received 15,612 page views, with the site remaining a key digital platform for promoting the precinct's businesses, events, and latest news. Visitors spent an average of 16 seconds per session, with 1.67 pages per session. The website attracted 7,865 new users during September. The most popular pages were the Stores and Services directory and the What's On section of the website.

Refer Attachment 3

Budget

The JRMC has allocated \$476,055 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

Written By: Manager, Communications and Engagement

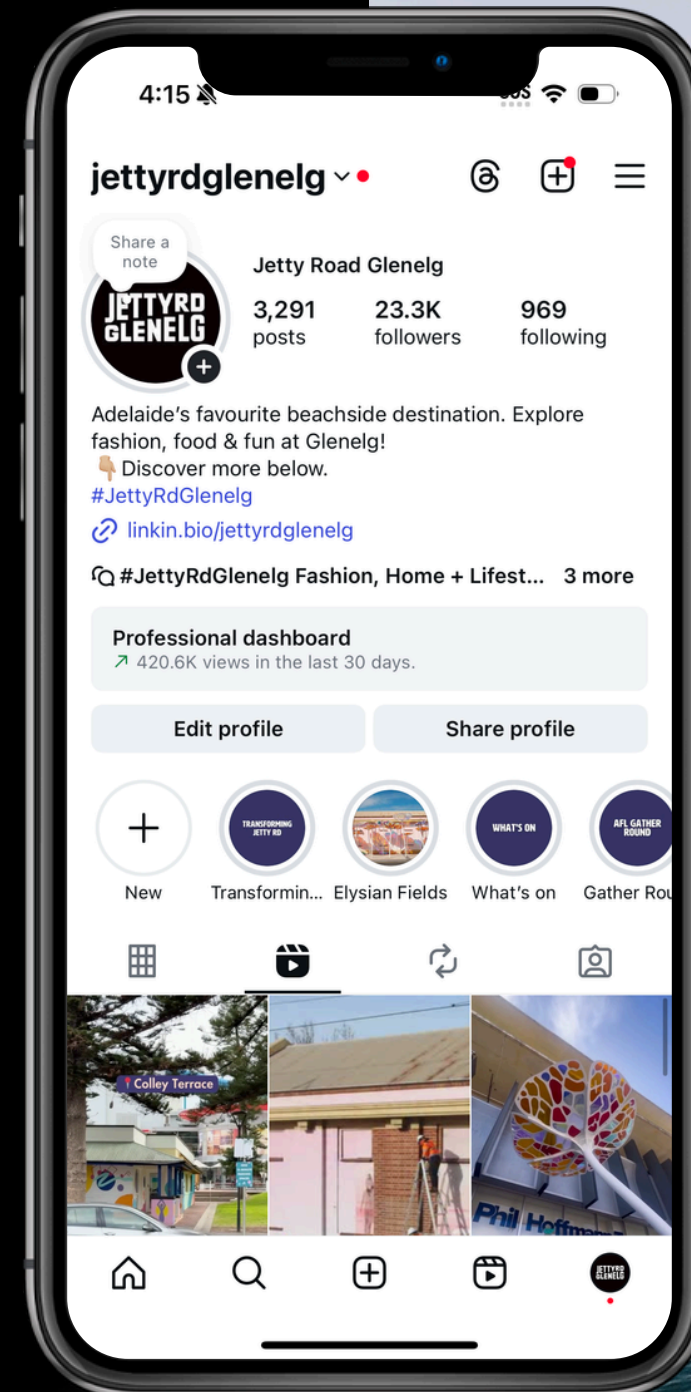
General Manager: Community and Business, Ms M Lock

Attachment 1

Jetty Road, Glenelg x Say Cheese Social

Social Media Management
Report September, 25

PREPARED BY SAY CHEESE SOCIAL



Performance Snapshot – Instagram

In September, Jetty Road's Instagram account experienced very strong growth across key metrics, reflecting heightened interest and engagement from both new and existing audiences. Highlights include, +397 new page followers, +25.8% increase in accounts reached and +29.8% increase in page views.

The top-performing post by reach this month was a reel introducing the flower installation, Elysian Fields, on Jetty Road, achieving a total reach of 44,225 and 60 shares. This was followed by another reel of the same installation, which also recorded significantly strong engagement.

Reels - We shared 4 reels in September, collectively they recorded 27,965 views.

Stories - 366 stories were shared in September with 1 customised story series per week to promote a minimum of three retailers that fit the theme each week. Retailers organic content also continued to be reshared to stories as well as user-generated content.



Performance Overview – Instagram

Metric	Monthly Total	Performance
New followers	397	+84.7%
Accounts Reached	37,183K	+25.8%
Views	424.3K	+29.8%
Total Profile Visits	3.2K	+%65.7
Total Reach - Organic	37,183K	+25.8%
Link Clicks	64	+113.3%
Interactions	3.7K	+20.2
Shares on posts & reels	485	+210 shares on posts & + 275 shares on reels
Engagement		Profile activity +69.7% External link taps +526.9%

Top performing posts – Instagram

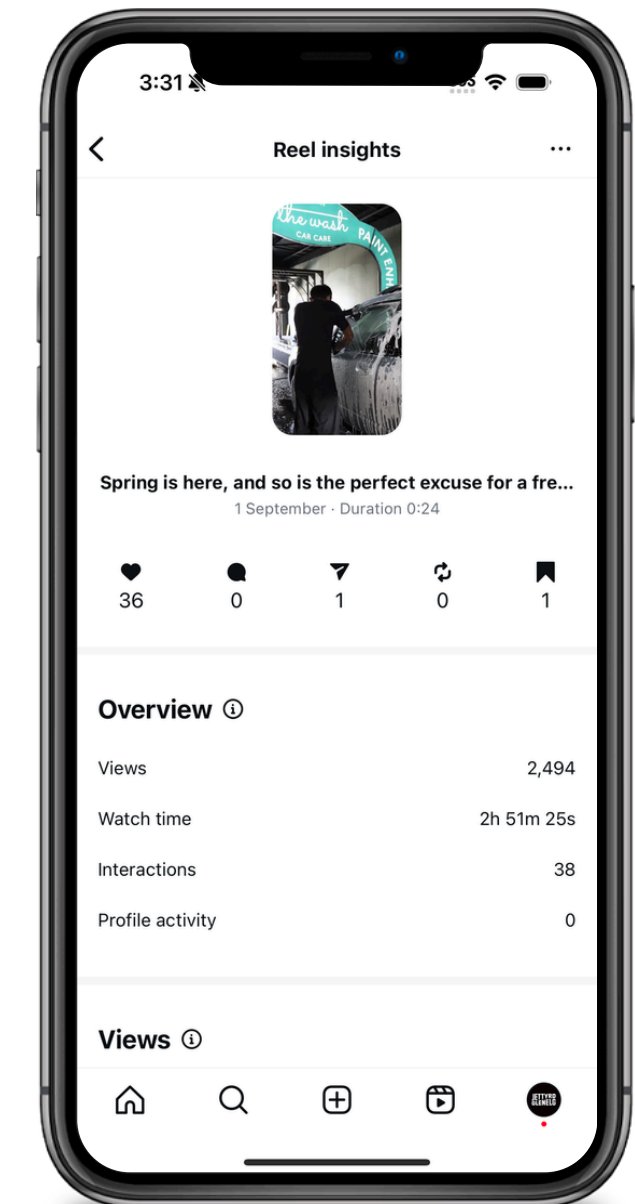
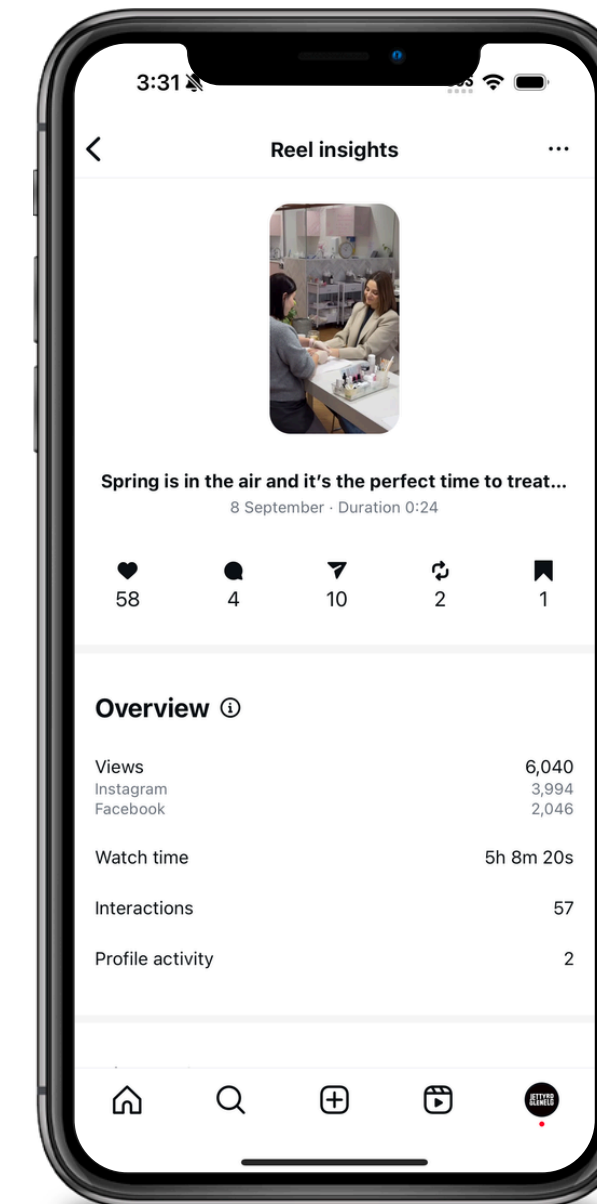
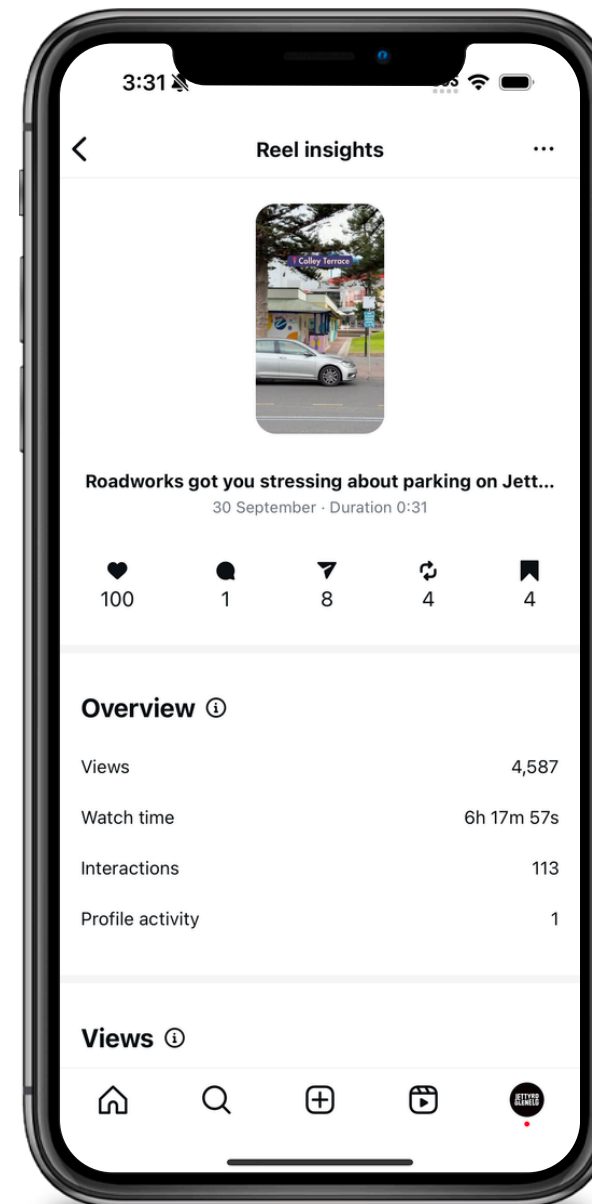
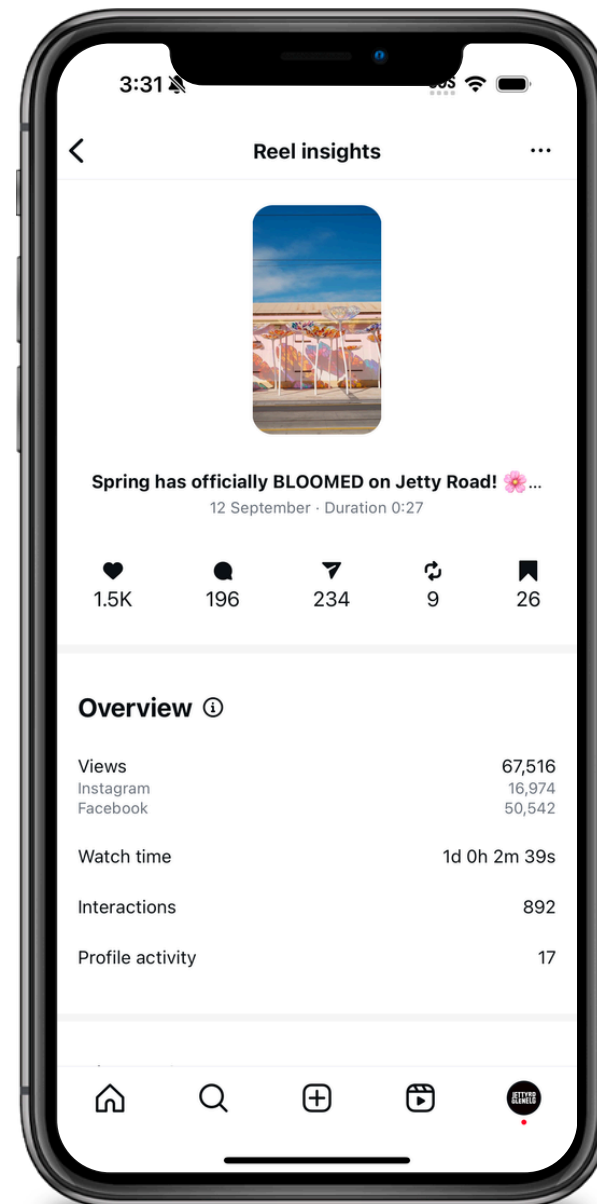
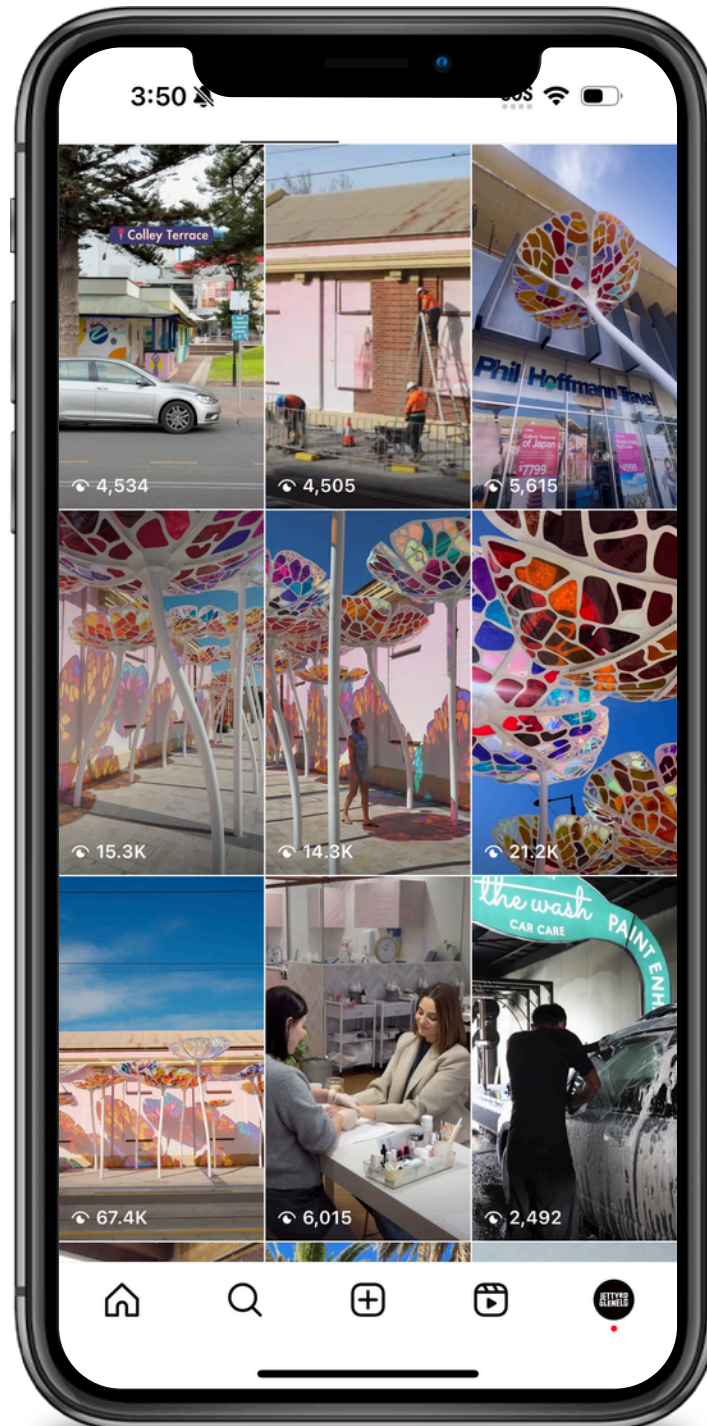
Post	Engagements	Impressions	Reach	Clicks	Likes	Shares	Comments
 SEP 12, 2025 4:22 PM Spring has officially BLOOMED on Jetty Road! 🌸🌟 A jaw-dropping new flower installation,...	1,290	47,430	44,225	-	774	60	96
 SEP 19, 2025 4:00 PM 'Elysian Fields' as captured by you! 📸 Take your photo opportunity beside our beautiful...	4,346	26,015	24,024	3,936	289	8	26
 SEP 23, 2025 5:30 PM Our stunning new entry statement, Elysian Fields by Skunk Control, sets the tone for...	1,848	18,125	16,744	1,375	323	9	27
 SEP 15, 2025 10:45 AM Spring is blooming on Jetty Road! Our brand-new flower installation 'Elysian Fields' by...	1,331	17,424	15,780	975	249	7	29
 SEP 15, 2025 4:00 PM Fresh look, same local favourite! 💜 Attitudes Boutique on Jetty Road has had a glow-up ~...	3,689	16,188	14,888	3,484	157	1	8

The top-performing post by reach this month was a reel introducing the flower installation, Elysian Fields, on Jetty Road. It reached an impressive 44,225 accounts, and garnered 774 likes, 60 shares and 96 saves - one of our best yet. This was followed by another reel of the same installation, which also recorded significantly strong engagement.

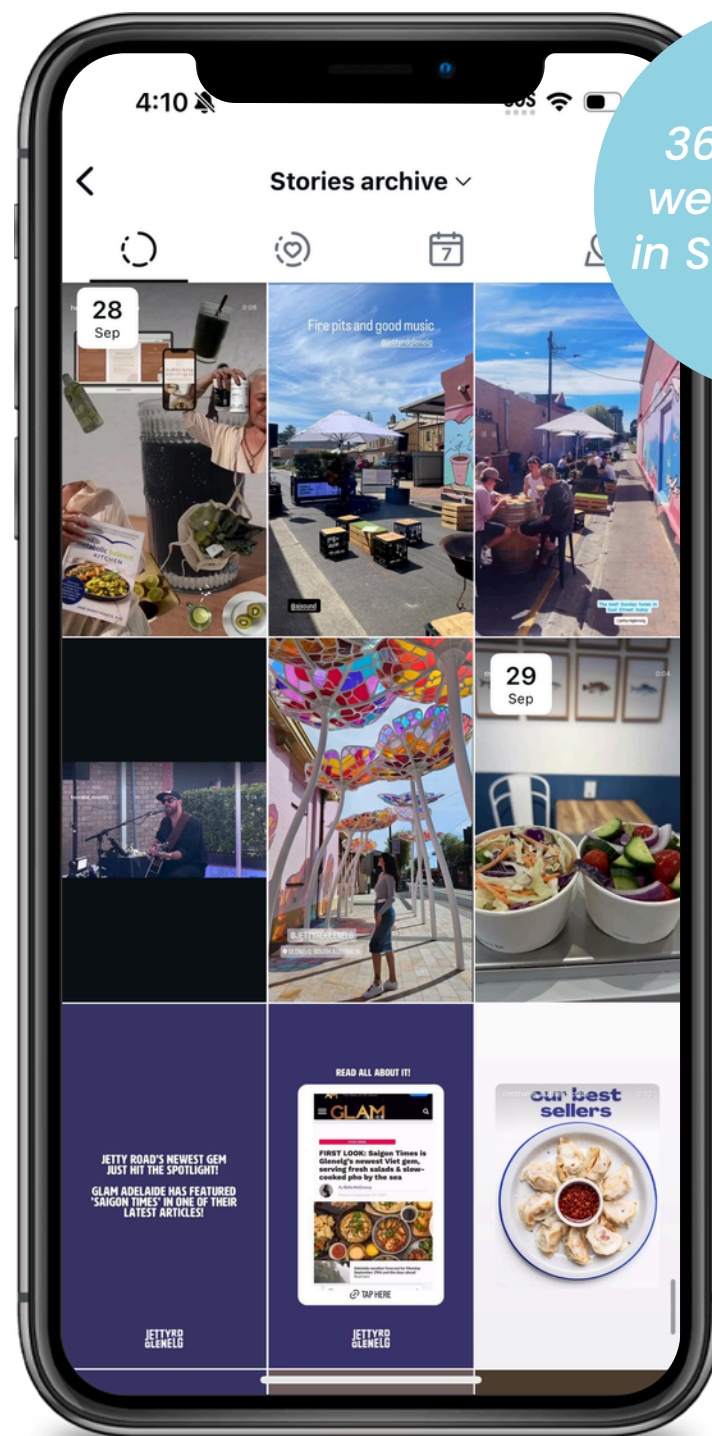
These results clearly highlight that the installation was popular among the audience, and that viewers had a positive reaction to the new look on Jetty Road, Glenelg. This solidifies that the community and online presence of Jetty Road has been positively built across social platforms with growth continuing to increase.

Reels

We shared 4 reels in September which collectively recorded a staggering **27,965** views.



Stories



366 stories
were shared
in September.

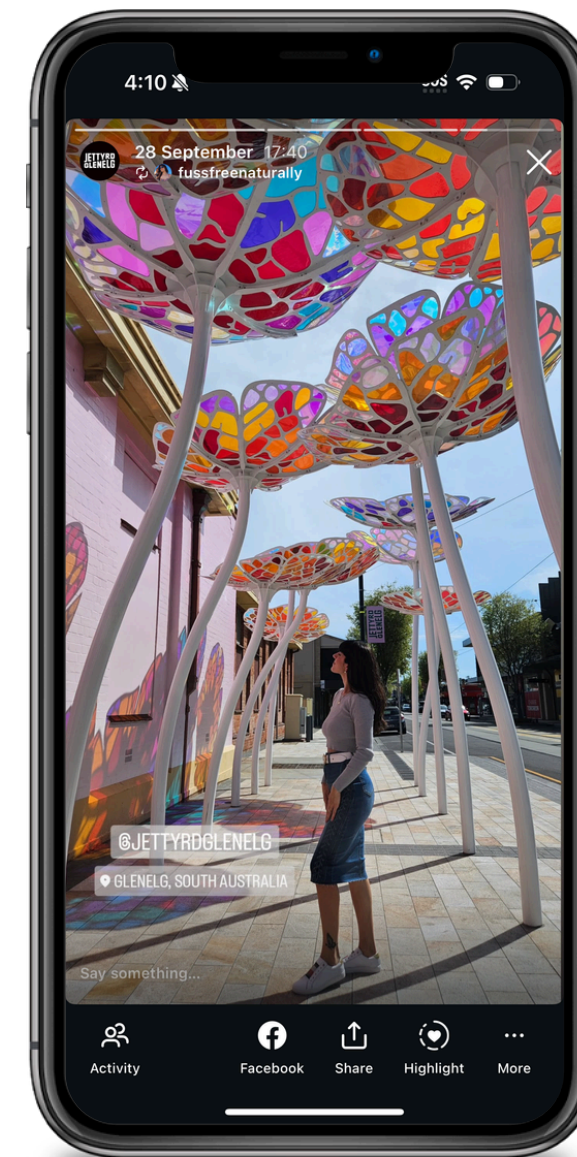
We shared 366 stories in September.

See below for highlights:

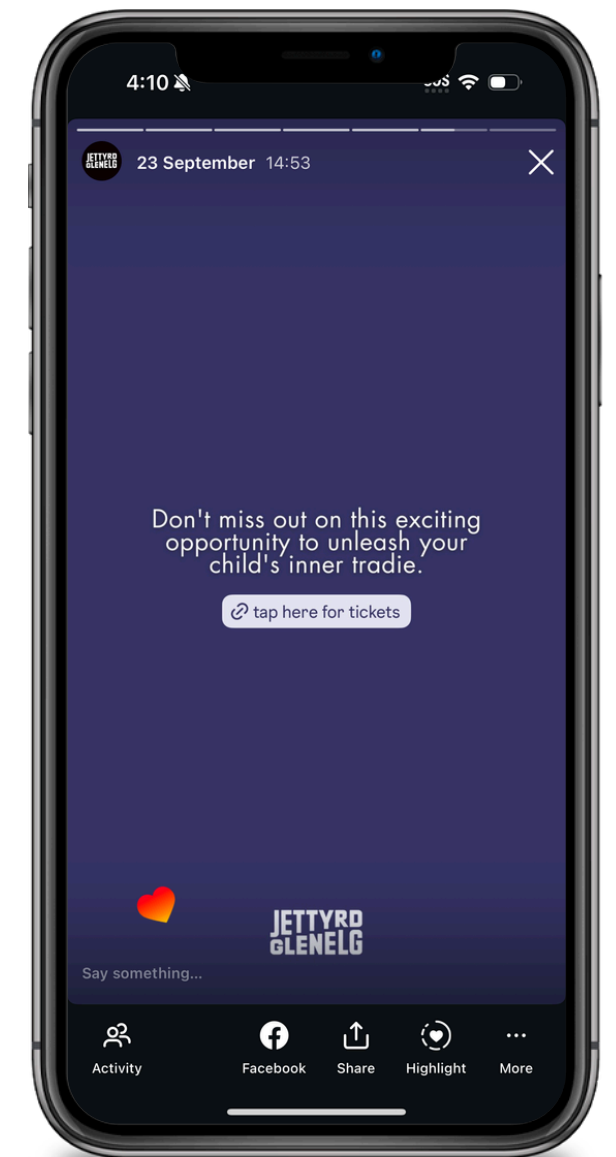
- Re-shared user-generated content
- **Story Series** were posted once per week, the example shown is the end of the customised story with live link to encourage bookings to event.



Organic story
reshare



Organic story
reshare



Customised story with
live link to encourage
bookings.

Link in bio



LIB Overview

- 319 Page Views
- 57 Button clicks
- 13 Post Clicks

This month, the performance of our link in bio metrics generated valuable leads including 319 page views and 57 button clicks.

This suggests that the clear calls-to-action [CTAs] within both post copy and stories are effectively driving consumers to your website for more information and engagement.

Link in Bio CLICKS - September

Events: +26 clicks [196 total clicks]

Blogs: +4 clicks [34 total clicks]

Faces of Jetty Rd: +4 clicks [47 total clicks]

What's On: +3 [67 total clicks]

Directory: +1 [26 total clicks]

Website: +7 clicks [33 total clicks]

Banners:

	Elysian Fields by Skunk Control Click here to read more! 36 clicks since Sep 12, 2025
	Our Go-To Healthy Hotspots 5 clicks since Sep 9, 2025
	Junior Tradies is back and better than ever! 136 clicks since Sep 10, 2025

Performance Snapshot – Facebook

In September, Jetty Road's Facebook page experienced incredibly strong growth across key metrics, with new followers increasing by +1.4K% and total views rising by +36.9%.

As a snapshot insight into performance, the top-performing post for the month was the September 12 reel showcasing the new art installation 'Elysian Fields', which achieved 50,490 views and 1177 interactions. This heavily indicates that this new art feature on Jetty Road was widely perceived by the audience and that is a positive addition to the strip and should remain a content focus on social media platforms.



Performance Overview – Facebook

Metric	Monthly Total	Performance
New followers	+1.7K	+1.4K%
Total Followers	38,089	
Total Visits	17.5K	+411.7%
Total Views	523.1K	+36.9%
Content Interactions	6.4K	+135.9%

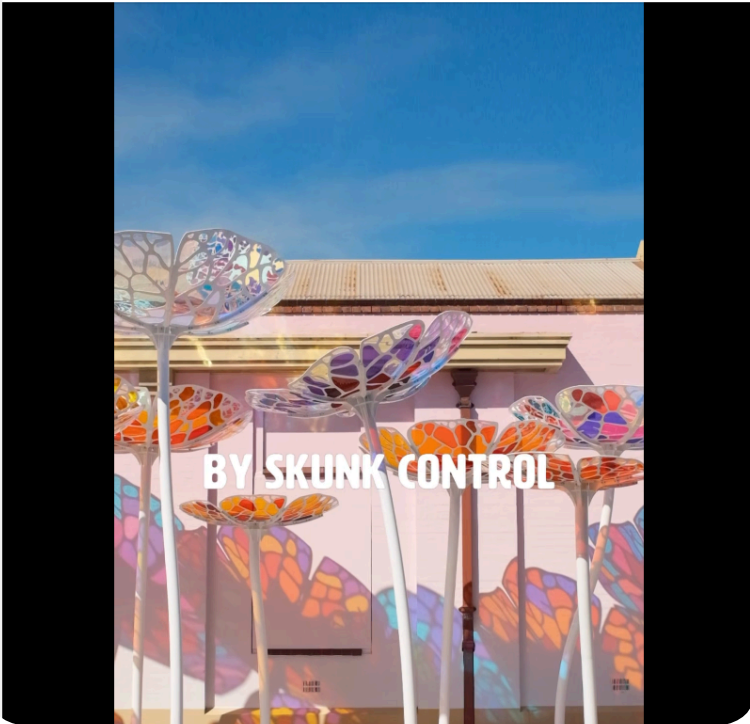
Top performing posts –FB



Jetty Road, Glenelg is with [sitchu.adelaide](#) and 7 others at [Jetty Rd, Glenelg](#).

Published by Instagram · September 12 at 4:22 PM · Adelaide, SA

Spring has officially BLOOMED on Jetty Road! 🌸🌟 A jaw-dropping new flower installation, Elys... [See more](#)



VIEWS
50,490

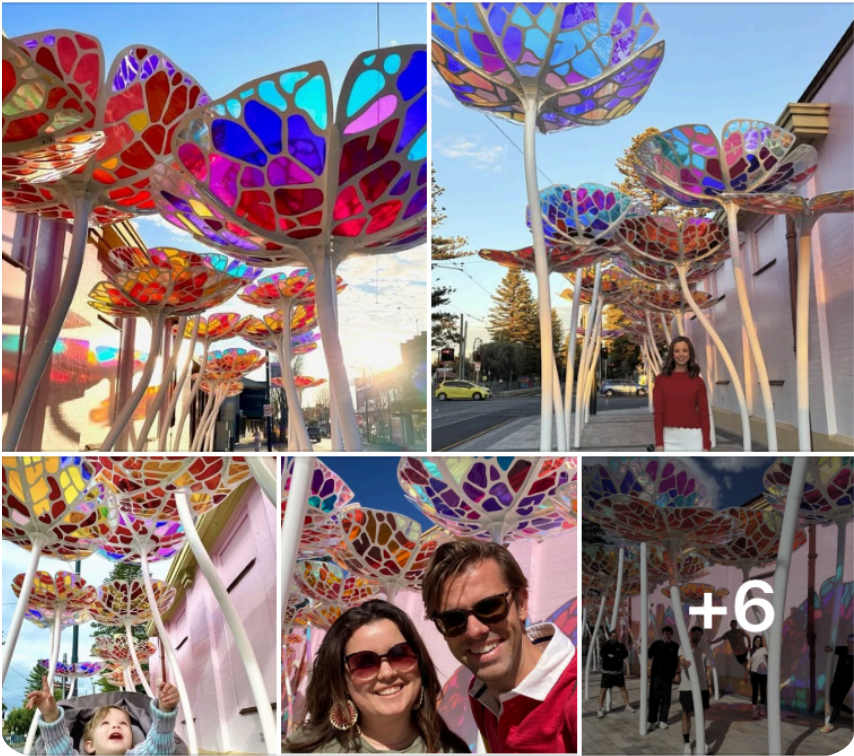
INTERACTION
1177



Jetty Road, Glenelg

Published by Later · September 19 at 4:00 PM

'Elysian Fields' as captured by you! 📷
... [See more](#)



VIEWS
40,264

INTERACTION
400



Jetty Road, Glenelg

Published by Later · September 15 at 4:00 PM

Fresh look, same local favourite! 💜
... [See more](#)



VIEWS
26,848

INTERACTION
193



Jetty Road, Glenelg

Published by Later · September 23 at 5:30 PM

Our stunning new entry statement, Elysian Fields Skunk Control, sets the tone for vibran... [See more](#)



VIEWS
26,378

INTERACTION
465

In terms of views, the top-performing post this month was our reel introducing the Elysian Fields installation, which had a whopping 50,490 views and recorded 1177 interactions. This was followed by a carousel post featuring user-gen content of the installation. The post for Attitudes Boutique featuring the stores new renovation on September 15 also performed strongly with 26,848 views and 193 interactions, showing that local retailer spotlights continues to resonate strongly with the audience. Overall, it is clear this month that the Elysian Fields posts were strongly successful in terms of views and interactions and contributed positively to the analytics for the month in terms of interactions and engagement.

SAY CHEESE
S O C I A L

Attachment 2

Jetty Road Monthly Marketing Report

October 2025

**JETTYRD
GLENELG**

Phase 1: Recommended Activity

October 2025 to January 2026

Key Message: Jetty Road is open for business and Live Local, Shop Local.

Owned:

- JMRC Activations:
 - Glenelg Good Times
 - Glenelg Good Styling Sessions
 - Glenelg Jetty Jingers
- Publications:
 - Jetty Road LOCAL Summer magazine (already underway)

Paid:

- Digital & Social Media Advertising:
 - Social content, paid ad spend on Google and digital platforms running from Nov - Dec targeting shoppers
- Promotions:
 - Leverage the Coastal Vouchers
 - Radio campaign/competition (Nov - Dec)
- Seasonal Outdoor & Signage:
 - Bus back advertising (Nov - Dec)
 - OOH advertising (Nov - Dec)
 - Banners and precinct signage 'Live Local, Shop Local'

Earned & Shared:

- Public Relations & Influencers/Content:
 - Media engagement promoting events
 - Spotlighting precinct storytelling
 - Partnering with key influencers for Good Styling Sessions
- Stakeholder Engagement:
 - SOCIETY to visit traders (twice between Oct - Dec)
 - JRMC newsletter (Council)
 - JRMC online survey and 1:1 calls pre - Christmas for 2026 learnings

Onboarding

SOW

- SOCIETY are finalising an itemised scope of work for Phase One of the campaign, allocating budget to owned activations and PR and paid marketing collateral

Ways of Working

- Met with Council to run through an immersion session with SOCIETY, establishing ways of working, WIP frequency, reporting regularity and housekeeping items essential for a symbiotic working relationship
- Developed a trader contact database for SOCIETY team members to outreach to traders regarding future activations and other opportunities
- Curated a targeted Jetty Road media list for outreach to print, online, TV and radio broadcast titles



Ea r n e d / O w n e d

Styling Sessions

- Drafted an Expression of Interest and circulated with Council to distribute to traders
- Conceptualised the Styling Sessions activations including look and feel, running order and promotional opportunities for traders
- Outreached to content creators/stylists for interest, availability and costs

Jetty Jingers

- Conceptualised the Jetty Jingers activations including researching and vetting potential performers and beginning conversations on costs and availability
- Further planning for this activation will commence in November



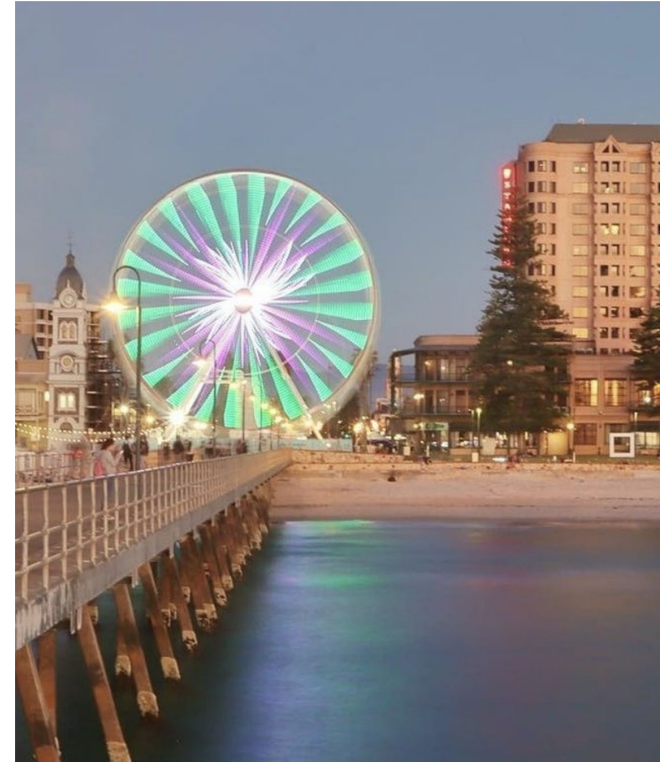
Paid

Good Times Sessions

- Designed promotional assets continued to be used for the promotion of the ongoing Good Times Sessions until 18 October

Planning paid campaign work for rest of 2025

- Liaising with Council on existing campaign work, channels, assets available and partnerships to help transition into SOCIETY handling paid campaign work for Phase One
- Connecting with media suppliers including radio and out of home to establish relationships and understanding of current campaign work timelines, creative and approaches for marketing throughout Phase One
- Planning campaign approach for Phase One, including timeline and media assets to lead creative implementation



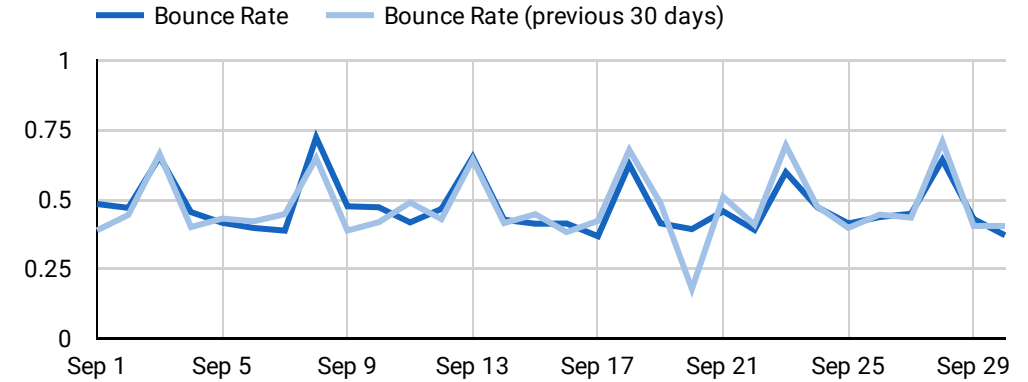
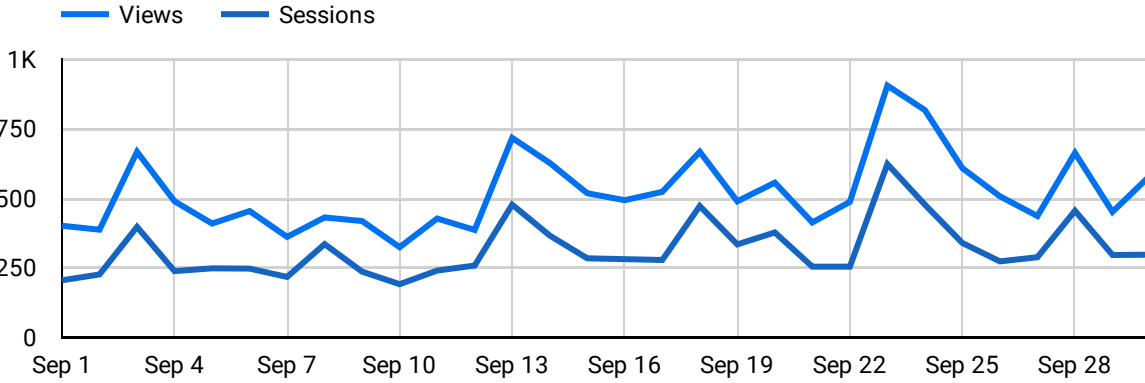
Thank you.

Attachment 3

Sep 1, 2025 - Sep 30, 2025 ▾

Total users
8,140

Overview of your customers behaviors



Pageviews
15,612



Sessions
9,455



New users
7,865



Event count
49,496



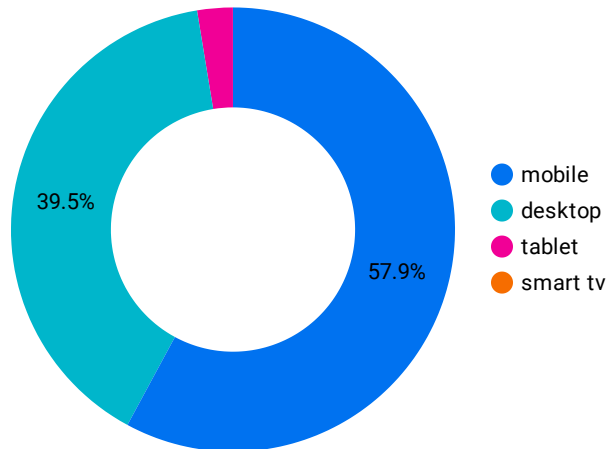
Pages Per Sessions
1.65



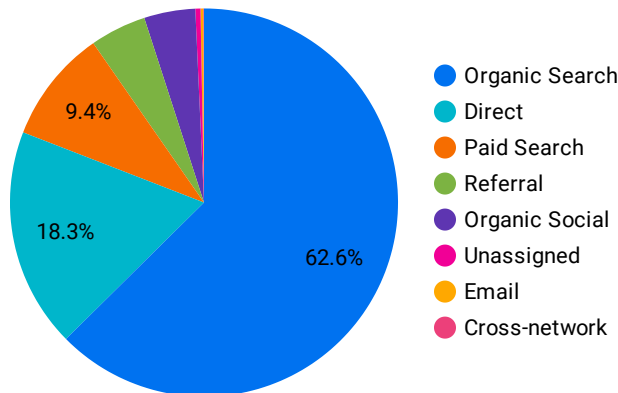
Avg. Time on Page
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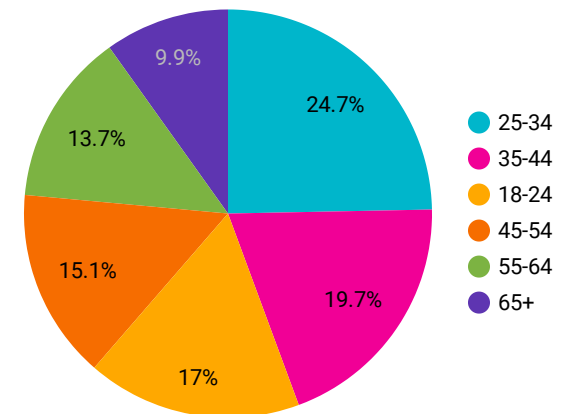
Device Type



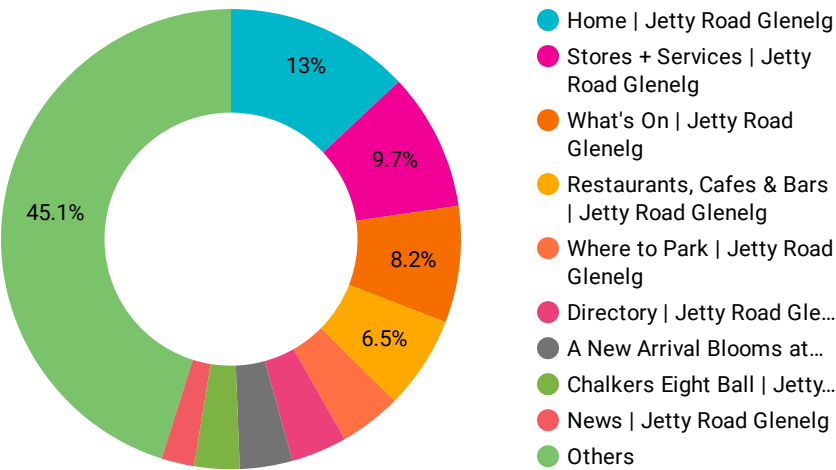
Website Traffic Source



Who is visiting your site?

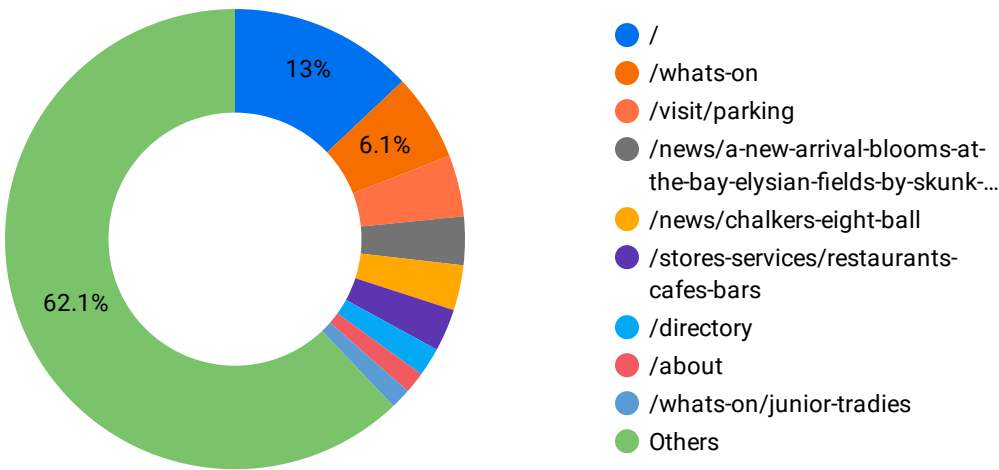


Most popular pages with title breakdown



Page title	Pageviews
Home Jetty Road Glenelg	2,026
Stores + Services Jetty Road Glenelg	1,509
What's On Jetty Road Glenelg	1,278
Restaurants, Cafes & Bars Jetty Road Glenelg	1,018
Where to Park Jetty Road Glenelg	679
Directory Jetty Road Glenelg	612
A New Arrival Blooms at the Bay: Elysian Fiel...	577
Chalkers Eight Ball Jetty Road Glenelg	495
News Jetty Road Glenelg	359
Explore Jetty Road, Glenelg Jetty Road Glen...	339

Which page is the most popular?



Page path + query string	Pageviews
/	2,022
/whats-on	955
/visit/parking	673
/news/a-new-arrival-blooms-at-the-bay-elysian-fields-by-skunk-con...	530
/news/chalkers-eight-ball	495
/stores-services/restaurants-cafes-bars	464
/directory	314
/about	232
/whats-on/junior-tradies	225
/directory/stores-services	205