

# Agenda

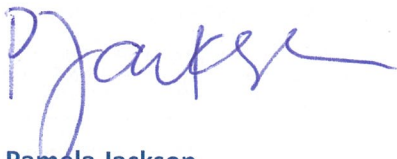
Jetty Road  
Mainstreet  
Committee

## NOTICE OF MEETING

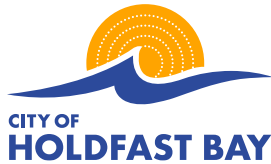
Notice is hereby given that a meeting of the  
Jetty Road Mainstreet Committee will be held in the

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

7 May 2025 at 6.00pm



**Pamela Jackson**  
Chief Executive Officer



## 1. Opening

The Chairperson, Ms Gilia 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

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 April 2025 be taken as read and confirmed.

## 6. Questions by Members

6.1 Without Notice

6.2 On Notice: Nil

## 7. Presentations: Nil

## 8. Reports By Officers

8.1 Monthly Finance Report (Report No: 117/25)

8.2 Jetty Road Events Update (Report No: 114/25)

8.3 Marketing Update (Report No: 115/25)



8.4      Nomination – Transforming Jetty Road Committee      (Report No: 116/25)

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

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

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 4 June 2025 in the Mayor's Parlour – Glenelg Town Hall, Moseley Square, Glenelg.

**11.     Closure**

**Pamela Jackson**  
Chief Executive Officer

**Item No:** 8.1

**Subject:** MONTHLY FINANCE REPORT

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## Summary

This report provides an update on the Jetty Road Mainstreet income and expenditure as at 31 March 2025.

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## Recommendation

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

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## Background

The Jetty Road Mainstreet Committee (JRMC) 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 March has been delivered on track.

*Refer Attachment 1*

Budget variances are:

- Income shows a variance of \$8,187 which is due to lower than expected sales in advertising in the summer edition of the Jetty Road LOCAL magazine. There has been a positive uptake of advertising for the winter edition.
- Employee costs are showing a variance of \$30,228 due to vacant administration positions, the outcome of which is pending budget discussions.
- Event management is showing a variance of \$38,760. This is due to the trader networking, landlord engagement, trader workshops and school holiday activities still to occur. Recipients of micro grants are starting to submit their receipted goods which will reflect in future budget reports.

## 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

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

# Attachment 1

## INCOME & EXPENDITURE STATEMENT 31 MARCH 2025

	Annual Budget	YTD Budget	YTD Actuals	Variance	2022/23 Actuals	2023/24 Actuals
<b>Revenue</b>						
General Rates Raised	707,115	707,115	707,112	(3)	617,629	660,238
Other Income	20,000	9,196	1,008	(8,187)	18,064	5,791
	<b>727,115</b>	<b>716,311</b>	<b>708,120</b>	<b>(8,191)</b>	<b>635,693</b>	<b>666,029</b>
<b>Expenses</b>						
Employee Costs	230,053	168,941	138,713	30,228	178,067	220,761
Sponsorships	25,000	25,000	25,000	-	25,855	40,595
Event Management	57,000	44,322	5,561	38,760	24,943	5,112
Food & Drink	5,000	2,941	1,402	1,539	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	3,000	3,242	(242)	698	2,447
Unallocated credit card expenditure	-	-	-	-	-	-
<b>Marketing</b>						
Social Media Management	10,000	7,500	3,850	3,650	47,258	9,358
Signage	60,000	41,250	43,235	(1,985)	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	27,740	8,260	5,359	26,541
Promotions	40,000	25,000	21,407	3,593	35,566	38,543
Marketing Contingency	33,495	32,918	26,007	6,911	15,378	34,867
<b>Co-funded Events</b>						
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	-
	<b>815,548</b>	<b>636,372</b>	<b>506,244</b>	<b>130,128</b>	<b>619,388</b>	<b>700,065</b>
<b>Net Profit/(Loss)*</b>	<b>(88,433)</b>	<b>79,939</b>	<b>201,877</b>	<b>121,938</b>	<b>16,305</b>	<b>(34,036)</b>

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

## INCOME & EXPENDITURE STATEMENT 31 MARCH 2025

		Annual Budget	YTD Budget	YTD Actuals	Variance	2022/23 Actuals	2023/24 Actuals
<b>Expenses</b>							
<b>Marketing</b>							
Social Media Management		10,000	7,500	3,850	3,650	47,258	9,358
Signage	Bus wraps, Holdfast Walk and light posts	60,000	41,250	43,235	(1,985)	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	27,740	8,260	5,359	26,541
Promotions	Shopping campaigns including Jetty Road Gift Card	40,000	25,000	21,407	3,593	35,566	38,543
Marketing Contingency	Marketing contingency including brand roll out	33,495	32,918	26,007	6,911	15,378	34,867
		<b>303,495</b>	<b>217,168</b>	<b>156,506</b>	<b>60,662</b>	<b>230,880</b>	<b>238,855</b>

**Item No:** 8.2

**Subject:** JETTY ROAD EVENTS UPDATE

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## 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 recent and upcoming events.

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## Recommendation

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

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## Background

The Jetty Road Mainstreet Committee (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.

## Report

### ***2025-26 Events Program***

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

A budget planning workshop was held with the Jetty Road Mainstreet Committee (JRMCC) on Wednesday 15 April 2025, which also considered JRMCC's funding of council's proposed 2025-26 events program. The events program and budget is 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. Administration is committed to incorporating JRMCC's feedback into the events program recommendations for Council consideration.

### ***Other upcoming events***

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

- Old Crock's Run – Wigley Reserve, 4 May 2025
- Mix 102.3 Giant Wheel's last trading day – Glenelg Foreshore, 11 May 2025
- Cool 2Be Conscious Summer Stillness – Glenelg Beach, 24 May 2025

## Budget

Allocations for identified events in the 2025-26 JRMC budget are yet to be established.

## Life Cycle Costs

Not applicable

## Strategic Plan

Innovation: entrepreneurialism for lifelong growth, economic and social vibrancy

## Council Policy

Not applicable

## Statutory Provisions

Not applicable

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### Written By:

Event Lead

### General Manager:

Community and Business, Ms M Lock

**Item No:** 8.3

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

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## Summary

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

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## Recommendation

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

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## Background

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

## Report

### ***Social Media***

Facebook reach remains high with 279,629 impressions, reinforcing audience interest in Jetty Road's updates. There is a solid connection with both existing followers and new audiences with an impressive 333,200 views recorded. Like Instagram, last month's top-performing post featuring South Australian pro cyclist Tiffany Cromwell and Formula 1 driver Valtteri Bottas was viewed 194,000 times. This demonstrates that a singular post can significantly boost the performance of one month, impacting statistics the following month by showing a larger than usual decline. New retailers, professionally produced reels and events such as Electric Island music festival all attracted new audiences, resulting in 81% of views coming from non-followers.

Instagram views reached 161.9k, showcasing strong visibility and audience interaction, while the account reached 26.85k accounts. The effectiveness of the strategy driven by the social media consultancy has seen an increase in traffic to the Jetty Road website and engagement with website content.

*Refer Attachment 1*

### ***Micro Business Grant***

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 22 April 2025, 14 applications have been received and of these, three are being assessed as Shopfront Grants rather than Micro Grants.

A further eight applications are in the portal unsubmitted, and the Retail Specialist is assisting businesses with their application process.

Businesses are starting to execute their activities and acquitting their applications. The following is a range of activities businesses have proposed:

- VIP wellness evening enticing new and existing customers;
- new store launch with sample bags, demo models, marketing and launch party;
- a focus on merchandising window displays to encourage a stop, look, buy approach;
- test and trial nights;
- instore style shows for new products;
- launch of new lunch menu and complimentary wine to attract new customers; and
- menu reveal and tastings

### ***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 will stay in the draw for the major prize draw of two e-bikes. The weekly prize is drawn each Monday and to date four winners have been drawn. A total of 1081 entries have been received, resulting in \$128,000 expenditure as of 28 April 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 April and May.

### ***Bus Advertising***

The bus advertising campaign commenced on 10 February 2025 and is in circulation for a period of 26 weeks. During this period the estimated reach is 1.16 million people. One image was withdrawn from the campaign and has been replaced with an alternative image. The image was removed as the correct permissions to use the featured talent in marketing campaigns were not obtained at the time of photographing. The talent permissions process has since been refined to ensure this issue does not occur again.

## **Budget**

The JRMCM has allocated \$293,495 towards implementing the 2024-25 Marketing Plan. Expenditure is currently on budget.

## **Life Cycle Costs**

Not applicable

## Strategic Plan

Innovation: entrepreneurialism

Sustainability: resilience in our economy

## Council Policy

Not applicable

## Statutory Provisions

Not applicable

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**Written By:** Business Development Partner

**General Manager:** Community and Business, Ms M Lock

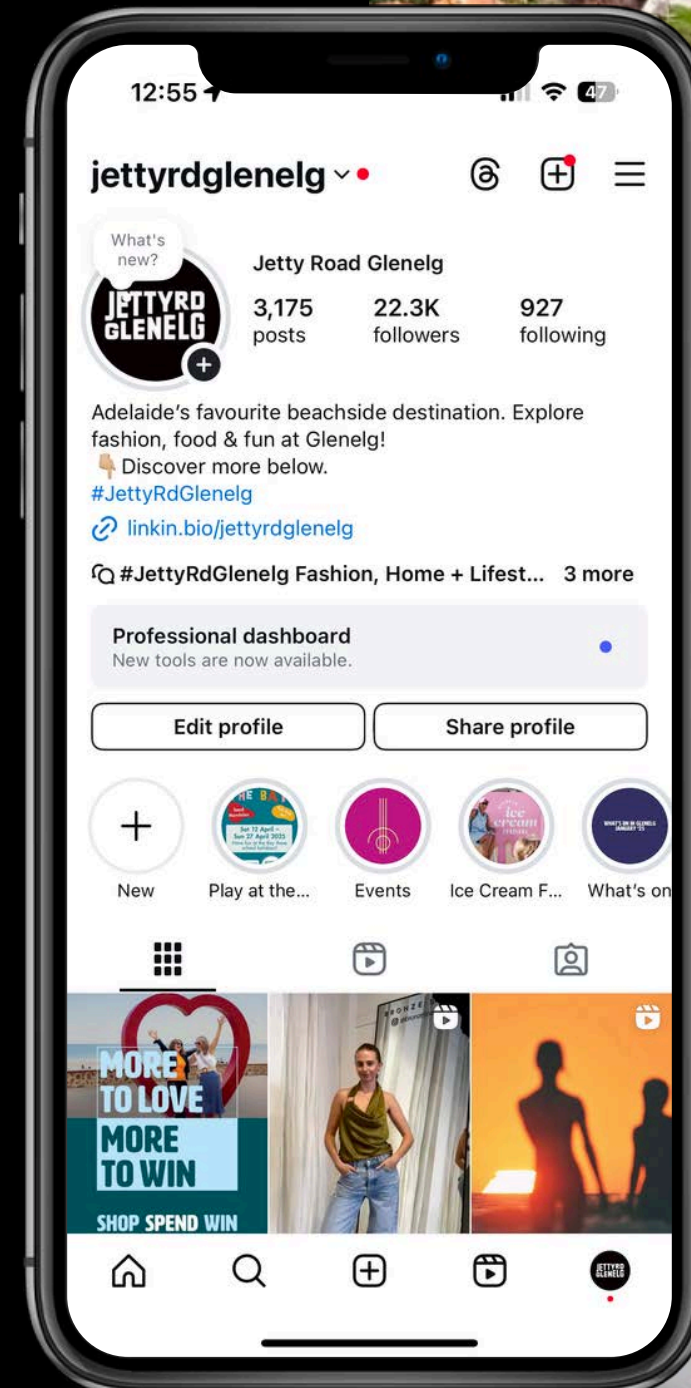
# Attachment 1

## SOCIAL MEDIA REPORT

# Jetty Rd x Say Cheese Social

Social Media Management  
Report March, 25

PREPARED BY SAY CHEESE SOCIAL



# Instagram Performance

Total Followers

22.3K

New Followers

+287

Total Views

161.9K

Total Reach

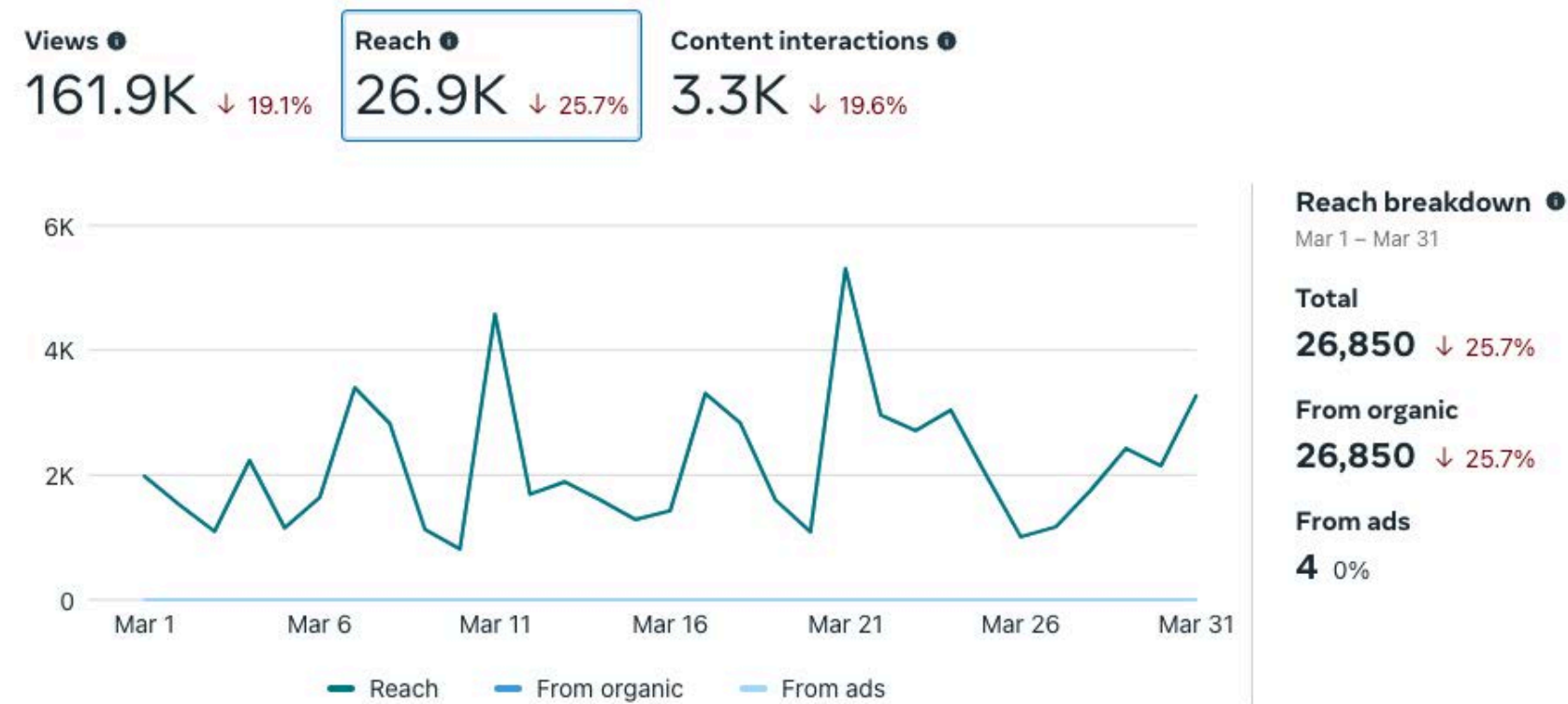
26,850K

Impressions

141,038

Link Taps

60



This month, Jetty Rd’s Instagram performance showed steady growth across key metrics, welcoming 287 new followers, a strong indicator of growing interest in Jetty Rd’s offerings and increased engagement with its content.

Instagram views reached an impressive 161.9K, showcasing strong visibility and audience interaction, while the account reached 26.85K accounts. Although we see a slight decline when comparing last months analytics, we expect this to happen as the content shared, even a single post, can be the driving factor for success one month and a decline the next, for example, last month’s top-performing post – a carousel featuring pro cyclist Tiffany Cromwell and F1 driver Valtteri Bottas during the Tour Down Under – reached 11.5K accounts, the second top post also recorded a close figure. In comparison, this month’s top-performing post reached 7,805 accounts, illustrating how a single viral post can significantly influence the overall reach, potentially carrying the entire month. Another thing to note, one month there are more events, and user-generated content shared, this can also impact the total reach for that month.

60 external link taps were recorded, highlighting the effectiveness of strategic calls-to-action in driving traffic to Jetty Rd’s website.

Overall, these results reinforce the impact of timely, engaging content and underscore the importance of maintaining a dynamic content strategy to sustain growth and connection with your audience.

# Top performing posts – Instagram

Post	Engagement Rate	Engagements	Followers	Impressions	Reach	Likes	Comments	Saves	Shares
 MAR 22, 2025 8:05 AM We're super excited to welcome @YoBarAustralia to Jetty Rd,...	3.88%	303	22,259	8,715	7,805	203	14	11	75
 MAR 11, 2025 6:52 PM Dive straight into flavour at Jetty Rd's NEWEST Moseley Square...	8.23%	558	22,203	-	6,781	244	38	26	250
 MAR 8, 2025 7:30 AM Happy International Women's Day! Today, we are celebrating the...	4.50%	237	22,192	6,363	5,261	218	12	-	7
 MAR 24, 2025 12:00 PM Looking for the ultimate beachside getaway? Whether you're planning...	6.21%	246	22,274	4,977	3,961	219	10	11	6
 MAR 25, 2025 11:00 AM Calling all dog lovers and cafe enthusiasts!! Whether you start...	6.61%	234	22,269	4,236	3,538	203	7	5	19

This month, your top-performing post was a single image announcing the arrival of Yo Bar to Jetty Rd. The post reached 7,805 accounts and received an impressive 75 shares. Highlighting exciting new openings like this drives strong engagement, boosts visibility, and creates a sense of community and excitement. Sharing these moments reinforces Jetty Rd's reputation as a vibrant, ever-evolving destination.

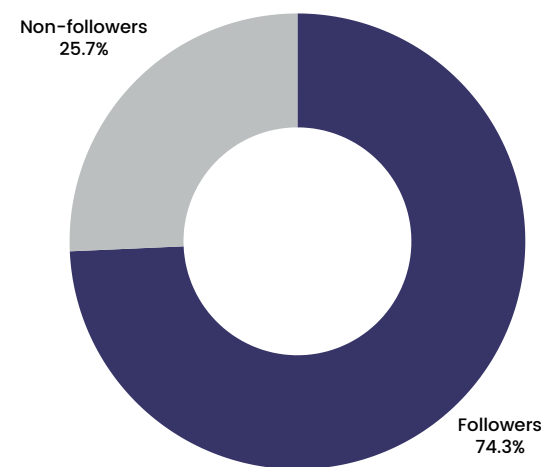
Your second top-performing post was a reel we created highlighting the new Pokenom arriving to Glenelg. Additionally, Pokenom accepted the post for collaboration, expanding its reach to their 1,639K followers for further increasing visibility. This post resonated with your audience by reaching 6,781 accounts, 244 likes and an incredible 250 shares. Shares indicate strong audience enthusiasm and a willingness to spread the word, further increasing reach and visibility for Jetty Rd's offerings. All other top posts received notable engagement across key areas including: likes, comments, saves and shares.

Other top posts included the Mother's Day retailer feature, and two blog posts - Where to Stay and Dog-Friendly Cafes.

***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 continued to reflect strong interest and engagement from your audience, all achieved organically with no paid support:

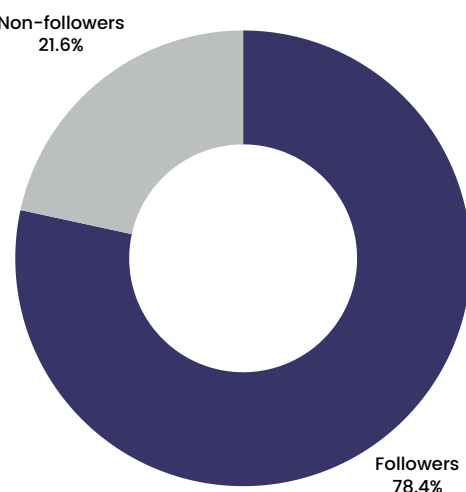
- 161,942 views [0% from ads]
- 26,850 accounts reached
- 45.2% of content is viewed from stories, 38.5% from posts.
- 1,885 profile visits
- 51 external link taps

These insights highlight steady audience interest and strong organic performance.

**Accounts Reached**  
26,850

<b>Profile activity</b> ⓘ	<b>1,936</b>
vs 1 Feb-27 Feb	-7.1%
Profile visits	1,885 -6.9%
External link taps	51 -15%

## Interactions

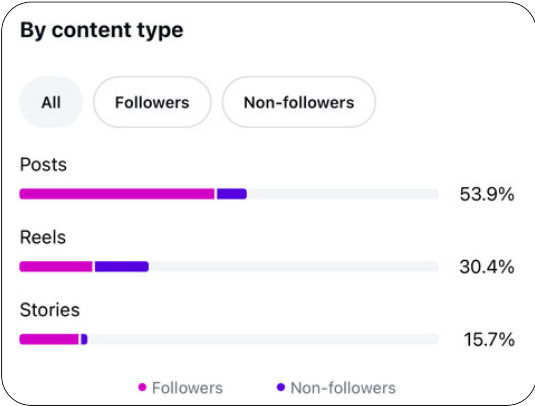


The results reflect positive momentum, showcasing strong engagement:

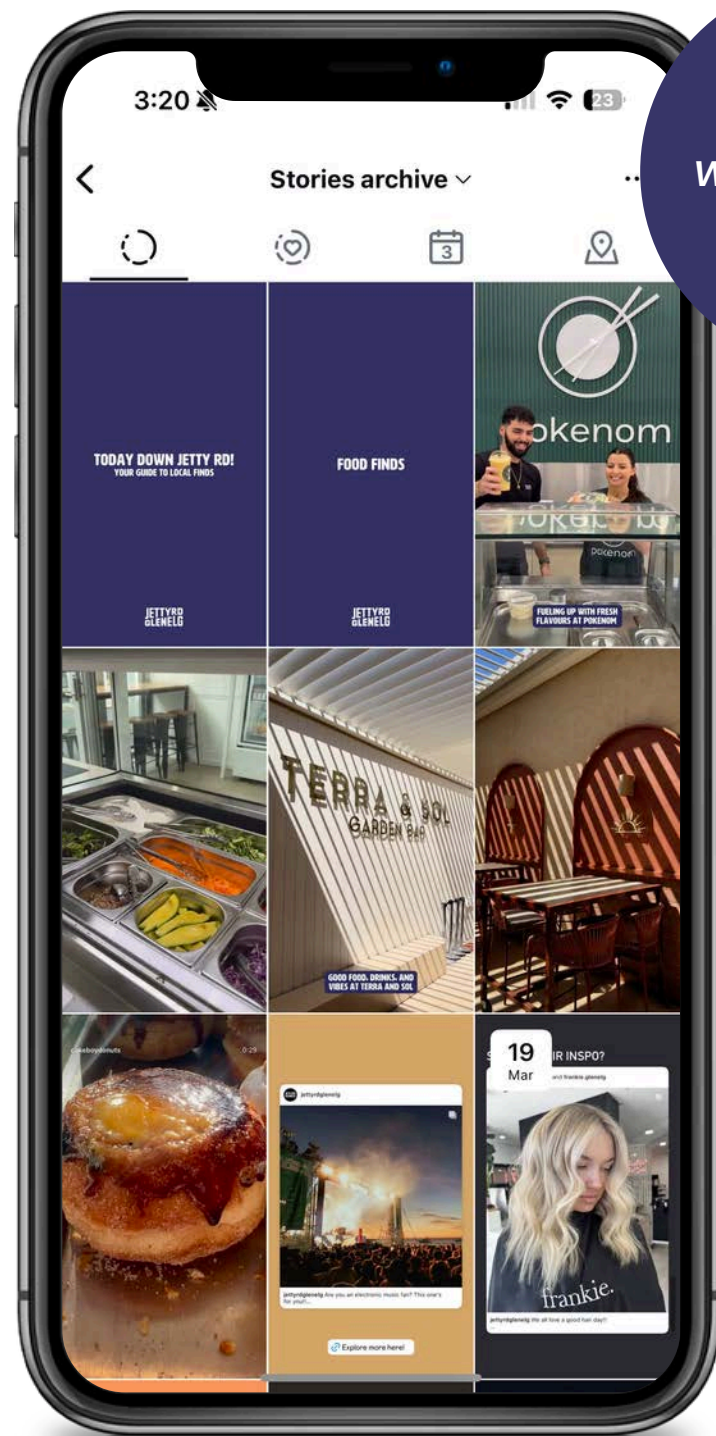
- 1,862 accounts engaged
- 3,256 interactions
- 565 shares across all content
- 96 saves across all content
- posts had the highest engagement [53.9%]

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

**Accounts Engaged**  
1,862



# Instagram Stories

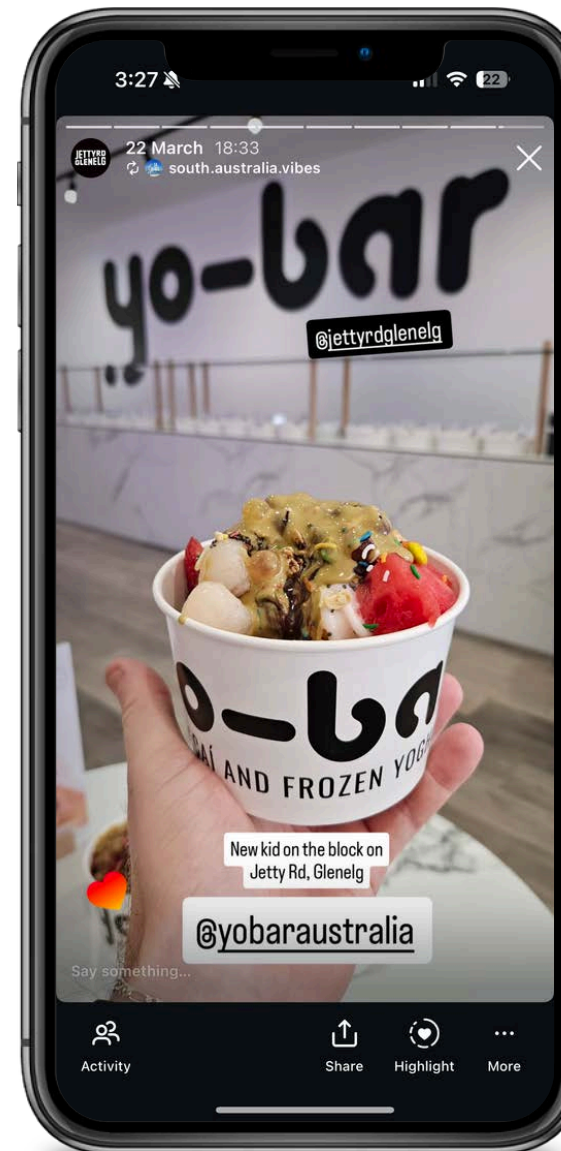


126 stories  
were shared  
in March.

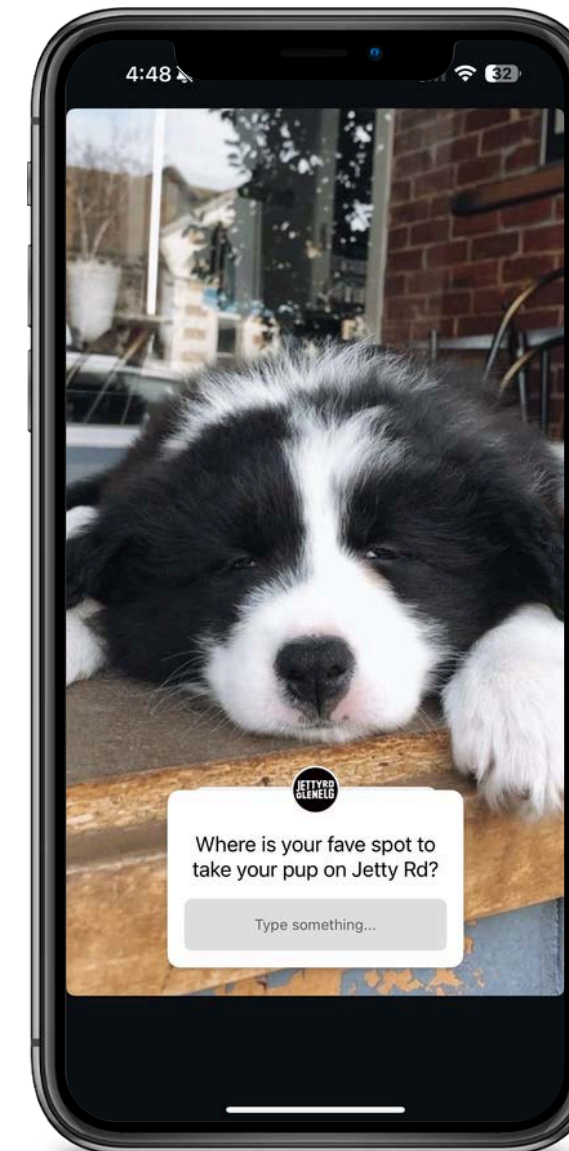
We shared 126 stories in March.

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

## Customised stories



Organic story reshare from @South.Australia.Vibes

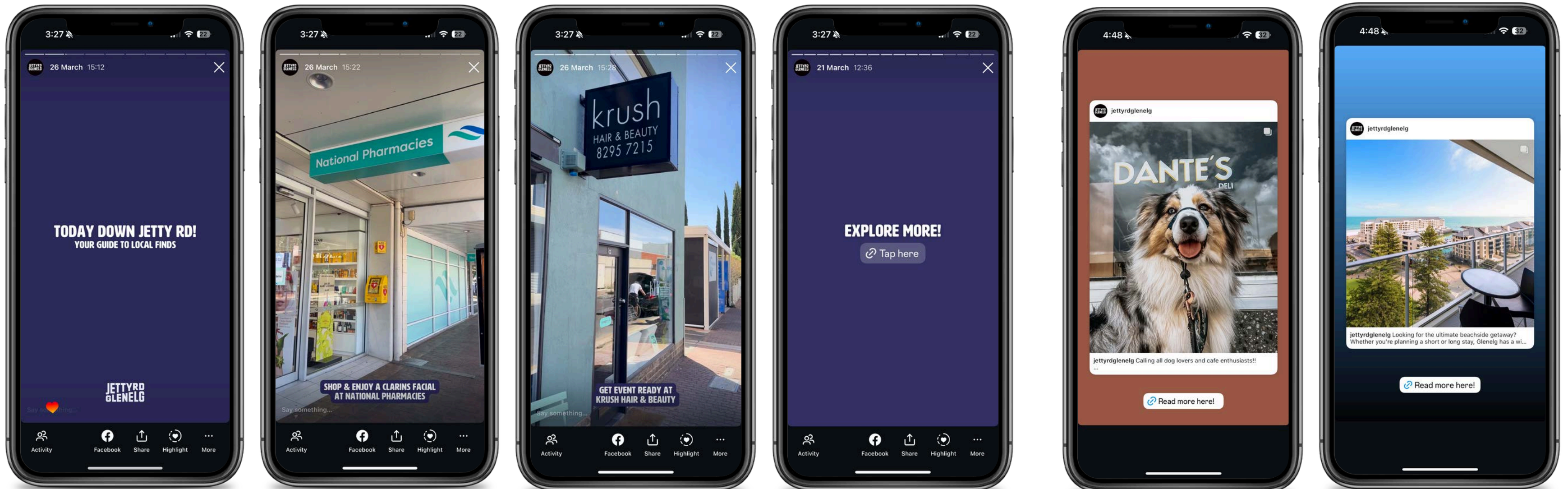


Questions box to encourage community engagement



Customised Stories featuring retailers

# Story Series



Local Finds Story Series – precinct visits

Link to blog post

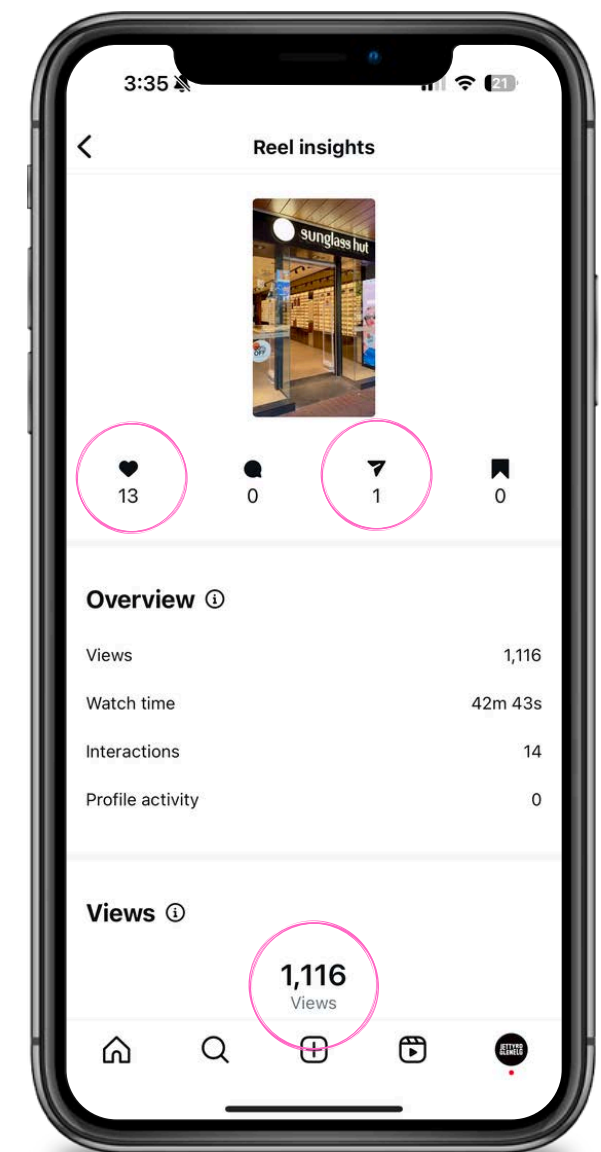
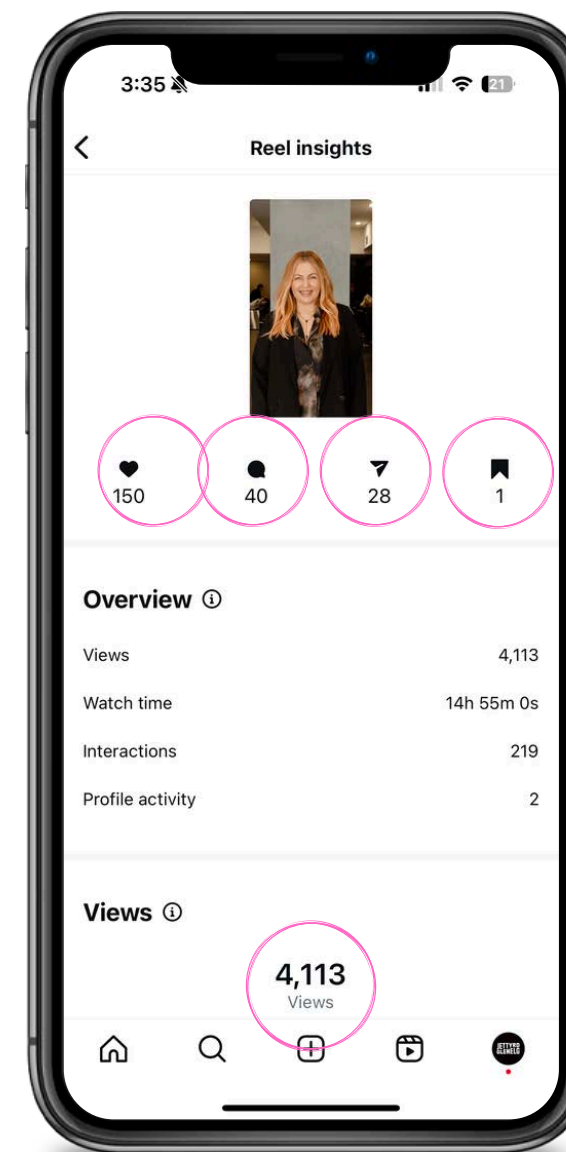
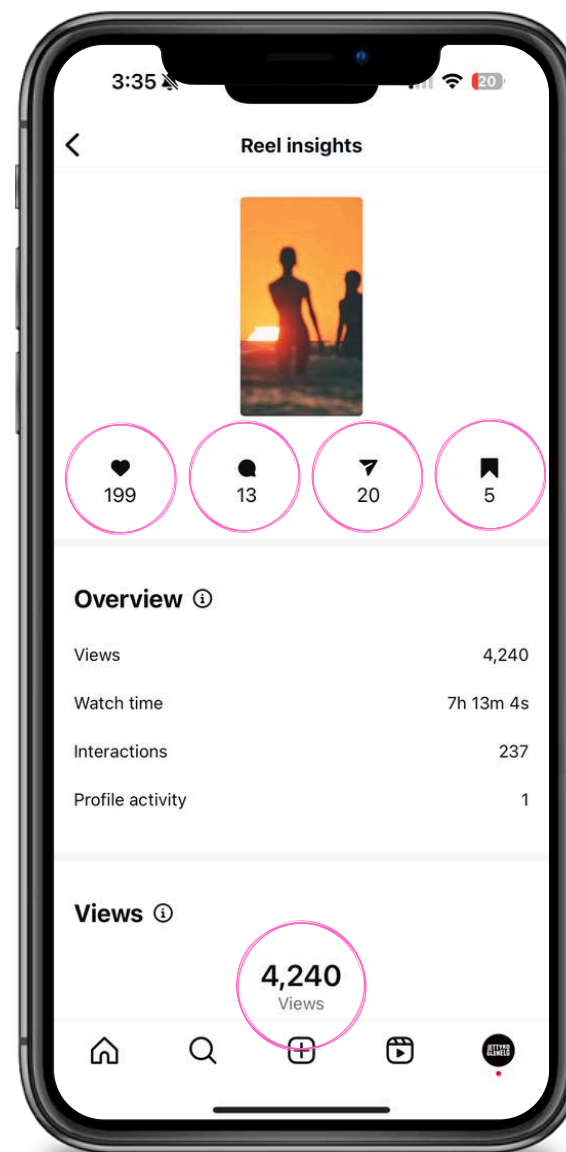
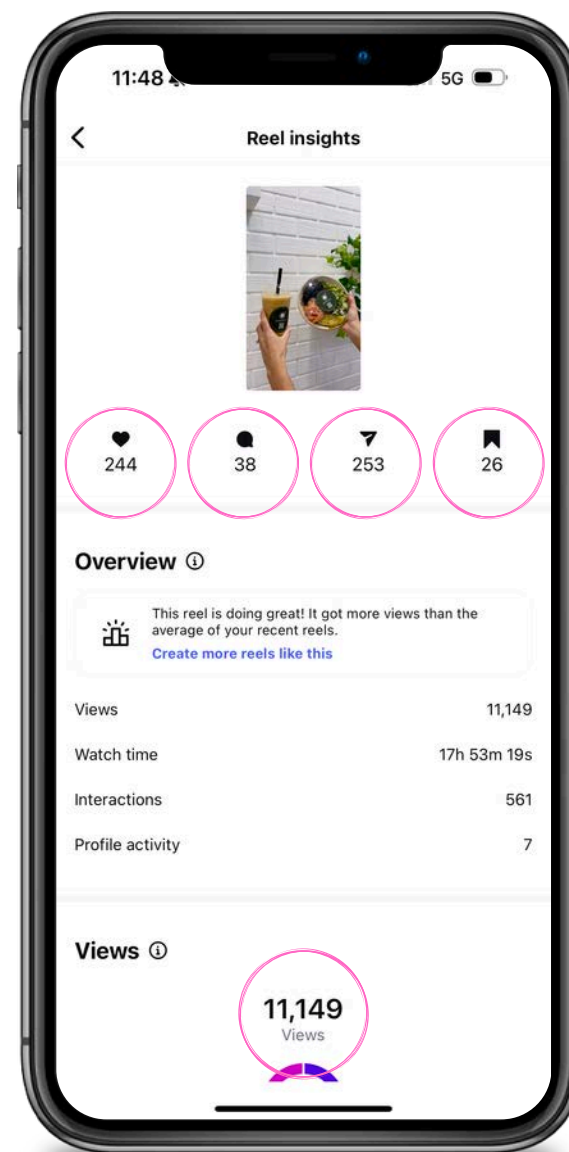
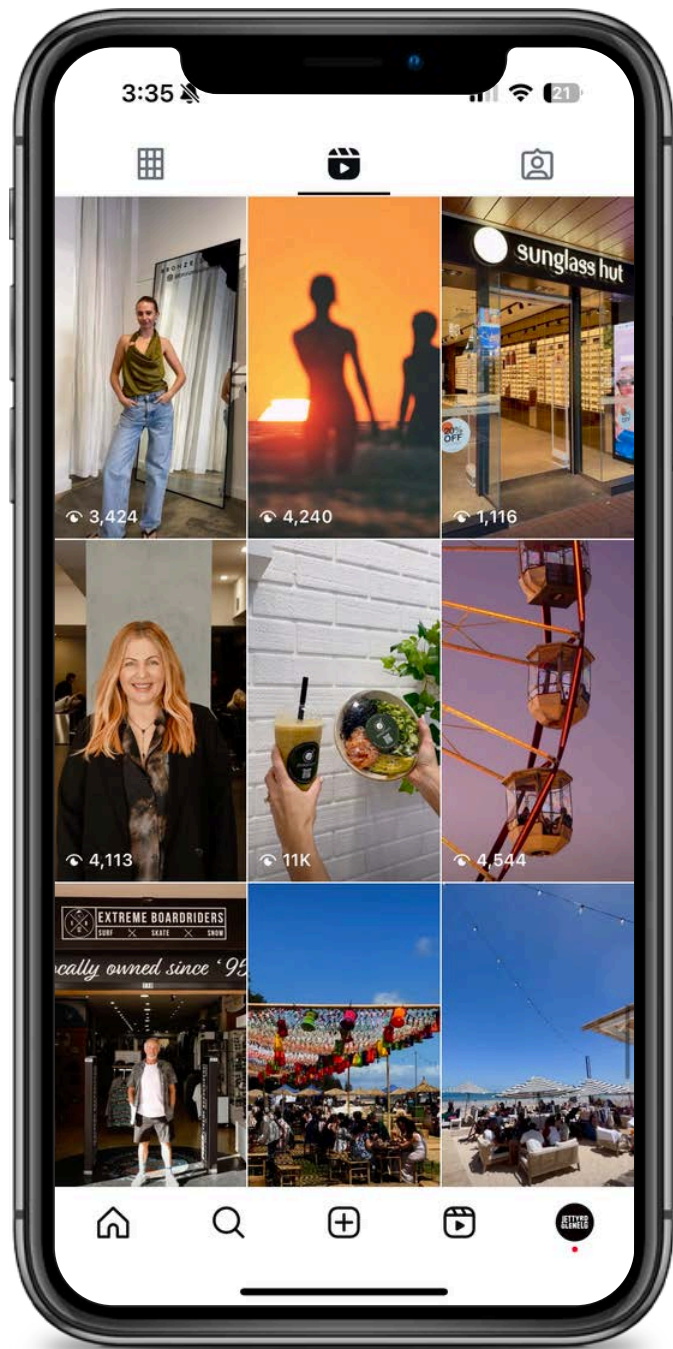
Link to blog post

# Story Series



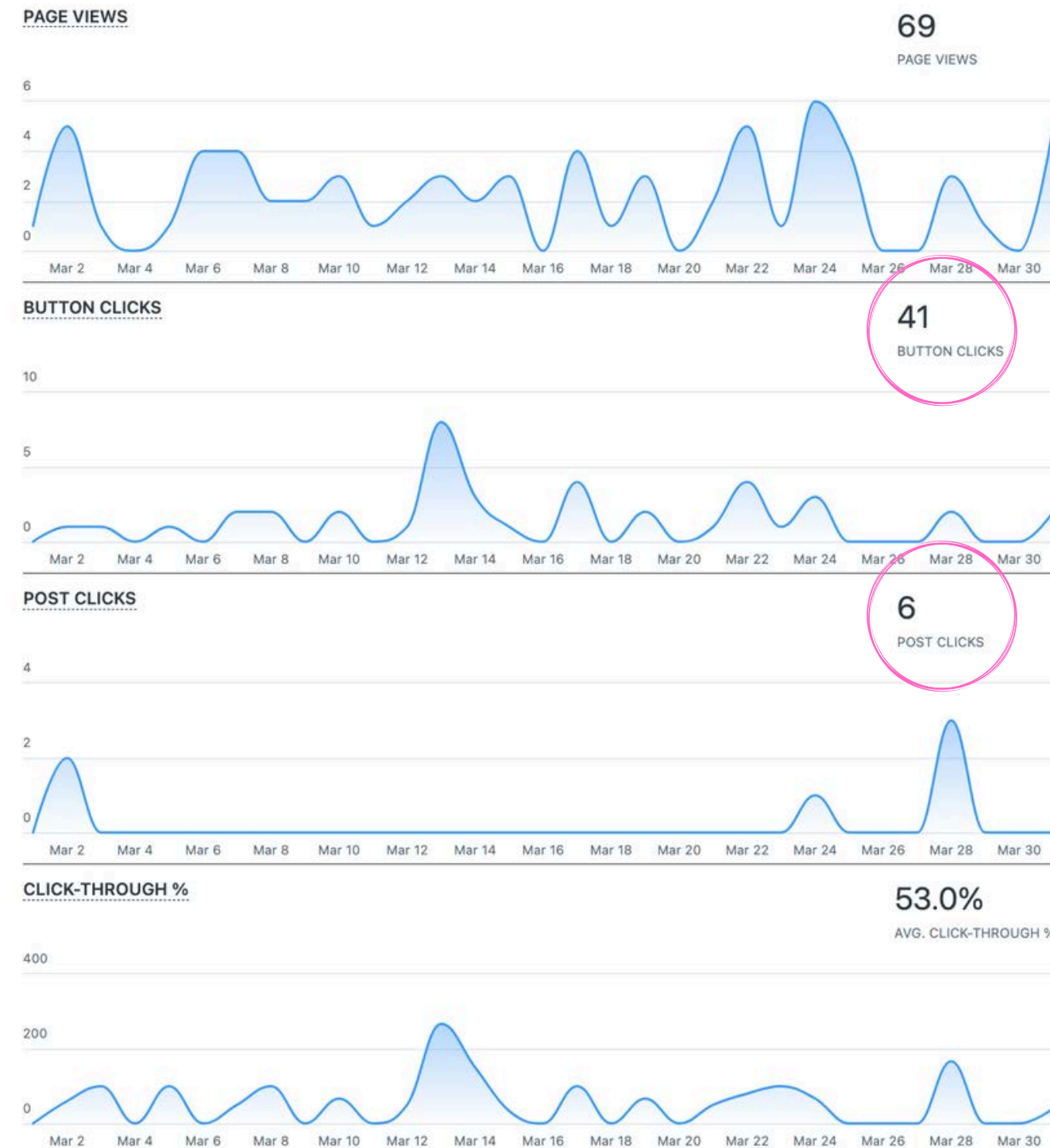
International Women's Day Story Series

# Instagram Reels



We shared 4 reels in March. Collectively they were viewed an incredible 20,618 times. We look forward to implementing more reels into the content plan as they perform well across your social platforms.

# Link in bio



This month, Jetty Rd's link in bio recorded 69 page views, demonstrating strong interest in the content we're sharing. Additionally, we saw 41 button clicks, showing that users are engaging well with our calls to action.

With a click-through rate of 53.0%, it's clear our content is resonating with your audience!

## Link in Bio CLICKS - March

**Events:** 74 clicks [111 total clicks]

**Blogs:** 4 clicks [12 total clicks]

**Faces of Jetty Rd:** 18 clicks [23 total clicks]

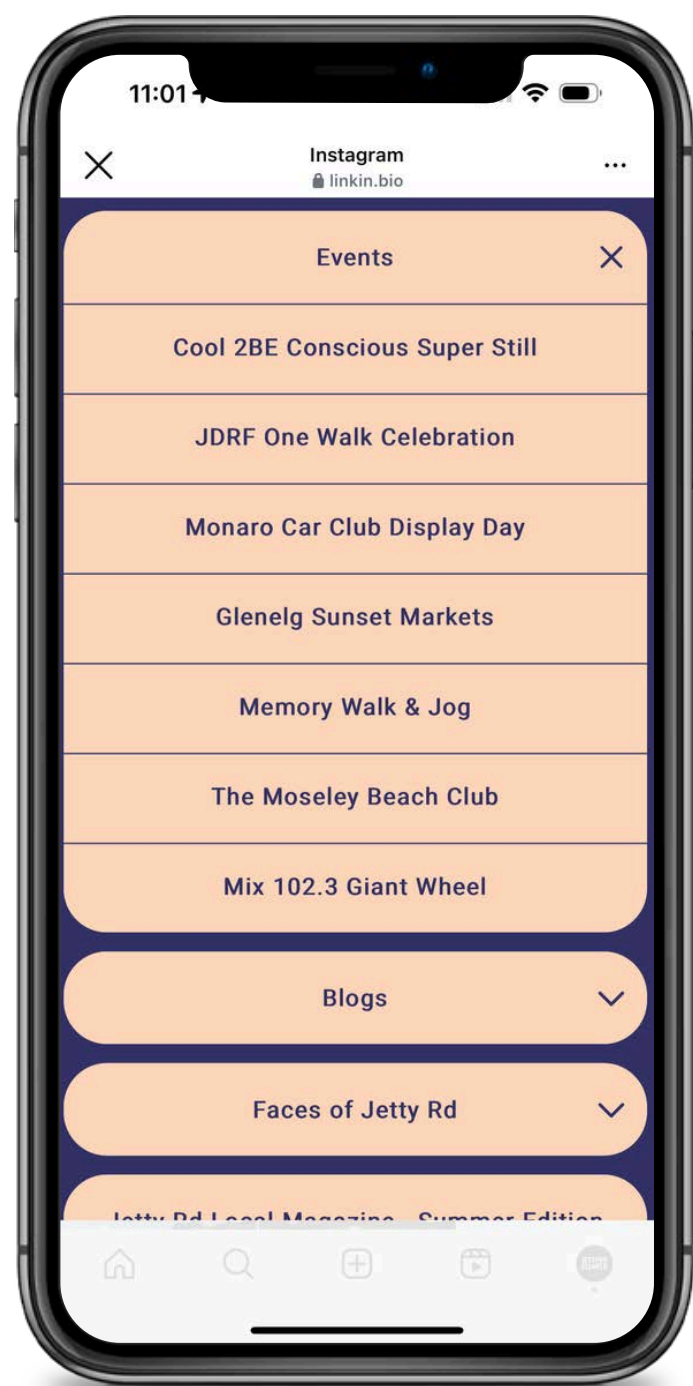
**Transforming Jetty Rd:** 45 clicks [46 total clicks]

**What's On:** 33 clicks [37 total clicks]

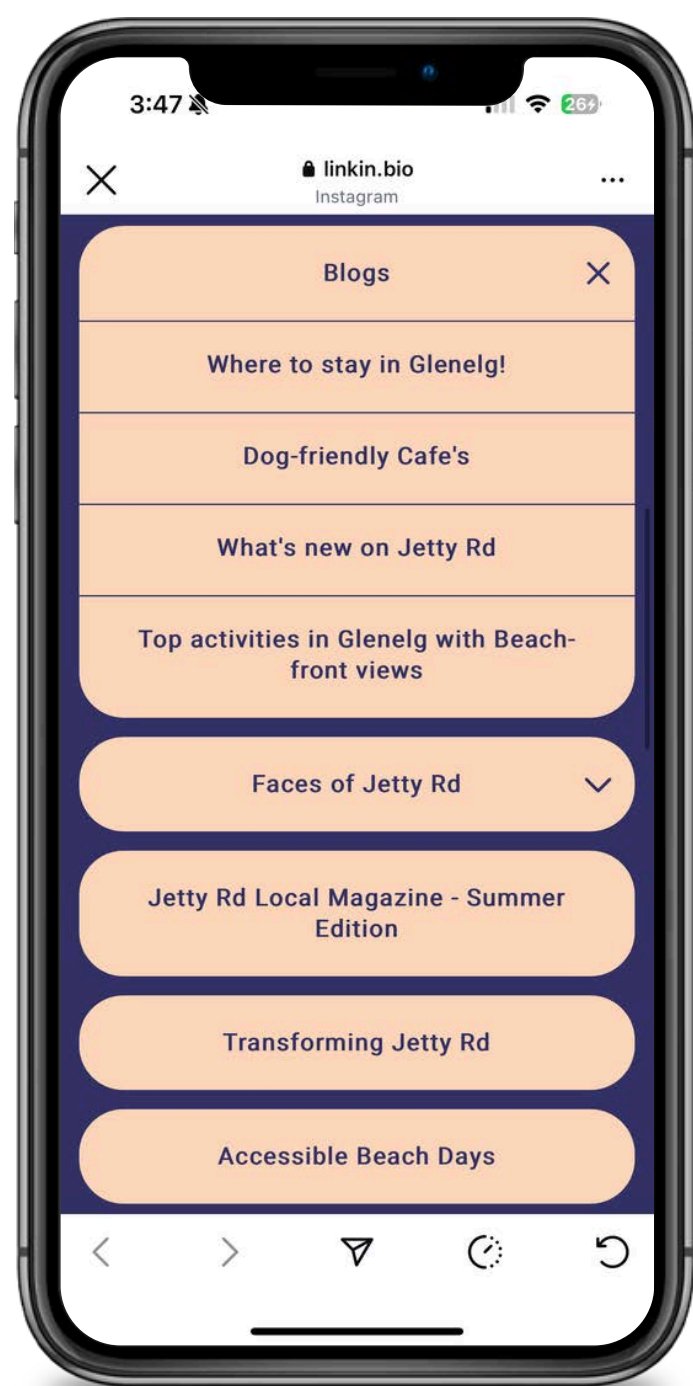
**Directory:** 7 clicks [9 total clicks]

**Website:** 10 clicks [13 total clicks]

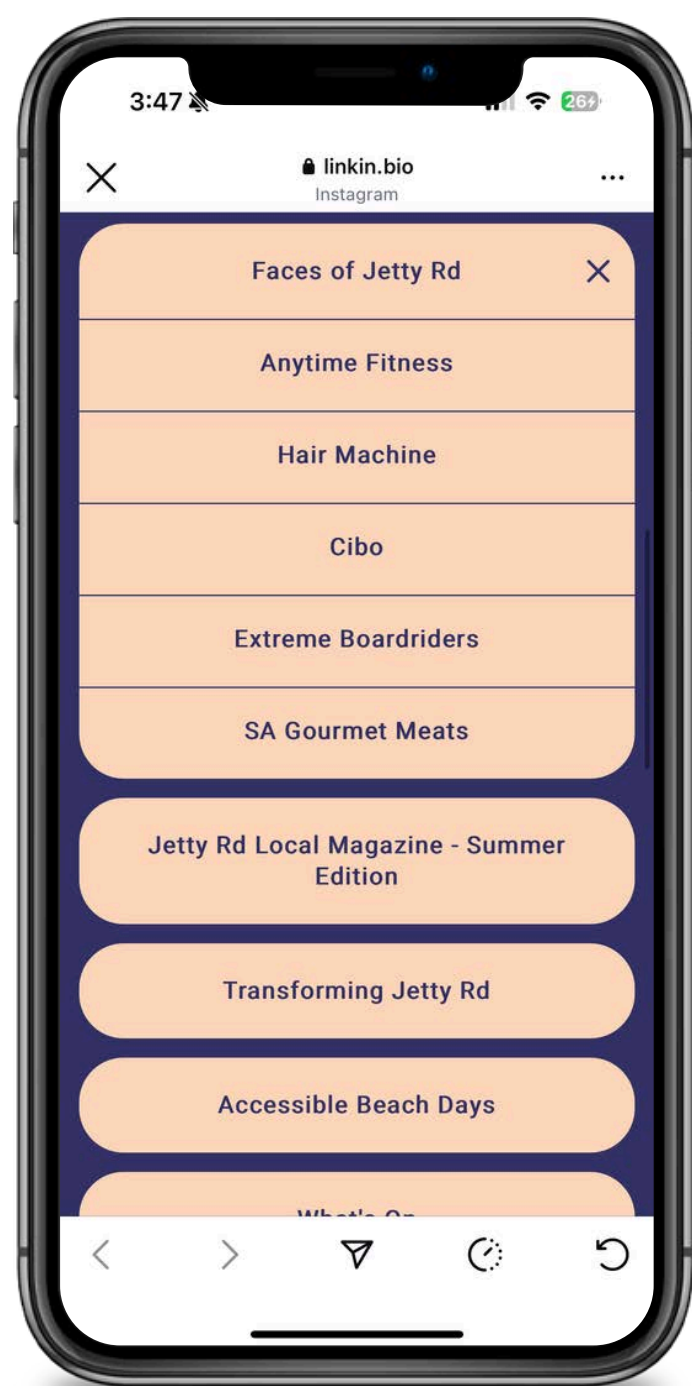
# Link in bio - drop down menus



Upcoming events



New blogs



Faces of Jetty Rd Campaign

# Facebook Performance

Total Page Followers  
34,607K

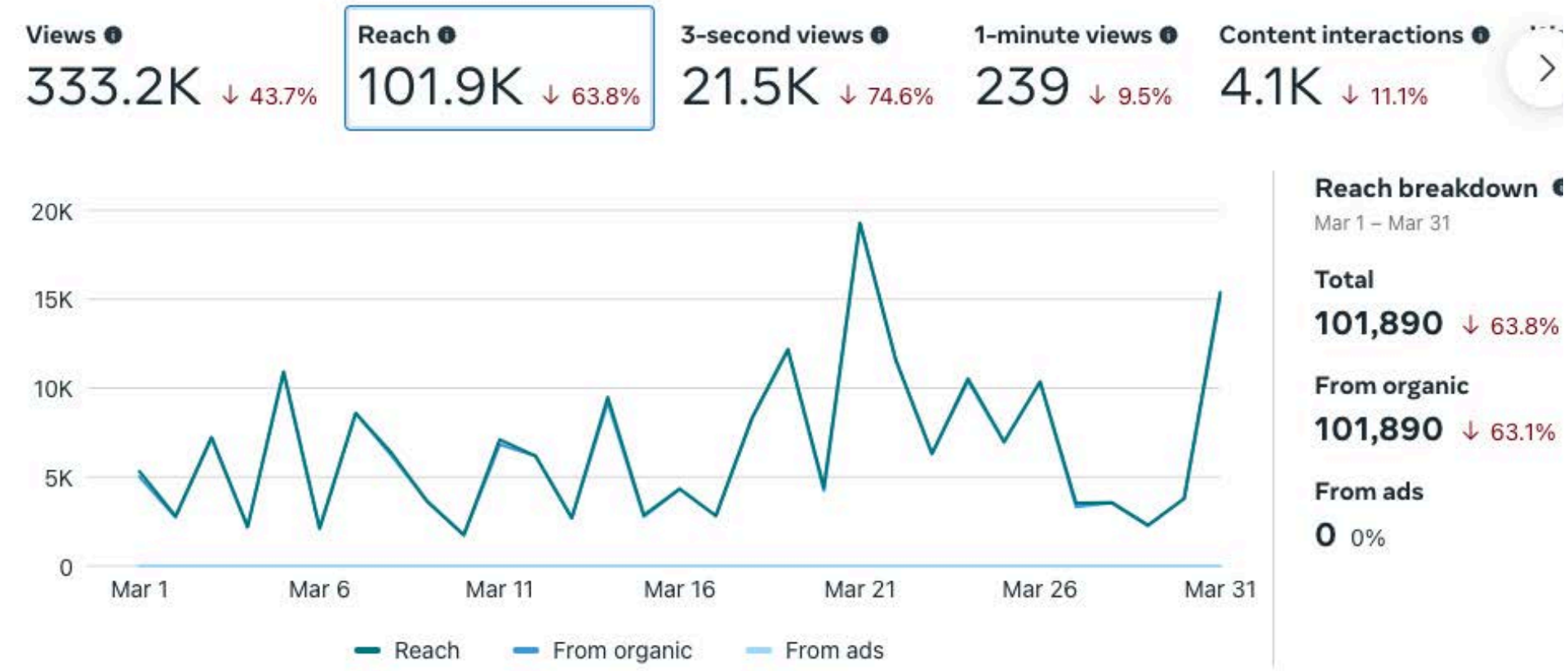
New Followers  
+154

Total 'organic' Reach  
101,890

Total Visits  
2.8K

Impressions  
279,629

Content Interactions  
4.1K



This month, Jetty Rd’s Facebook account continued to show strong engagement and steady community growth. The page welcomed 154 new followers, further expanding its online audience. Content remained impactful, generating 4.1K interactions, a clear indication that posts are resonating and encouraging meaningful engagement through likes, comments, and shares.

Visibility remained high, with 279,629 impressions, reflecting consistent interest in Jetty Rd’s updates. The account also recorded an impressive 333.2K views, demonstrating a solid connection with both existing followers and new audiences.

Similar to Instagram, last months top-performing post featuring pro cyclist Tiffany Cromwell and F1 driver Valtteri Bottas was viewed an impressive 194,000k times, therefore worth noting that one singular post can significantly boost the performance one month, which explains the decline the next month. That said, the account continues to perform well, and the ongoing results show strong potential for future growth and deeper audience engagement.

# Top performing posts – Facebook



Jetty Road, Glenelg


Published by Later

March 22 at 8:00 AM

We're super excited to welcome [Yo-Bar Australia](#) Jetty Rd, Glenelg, who are opening their doors TODAY.... [See more](#)



VIEWS	REACH	INTERACTION
47,542	31,440	153

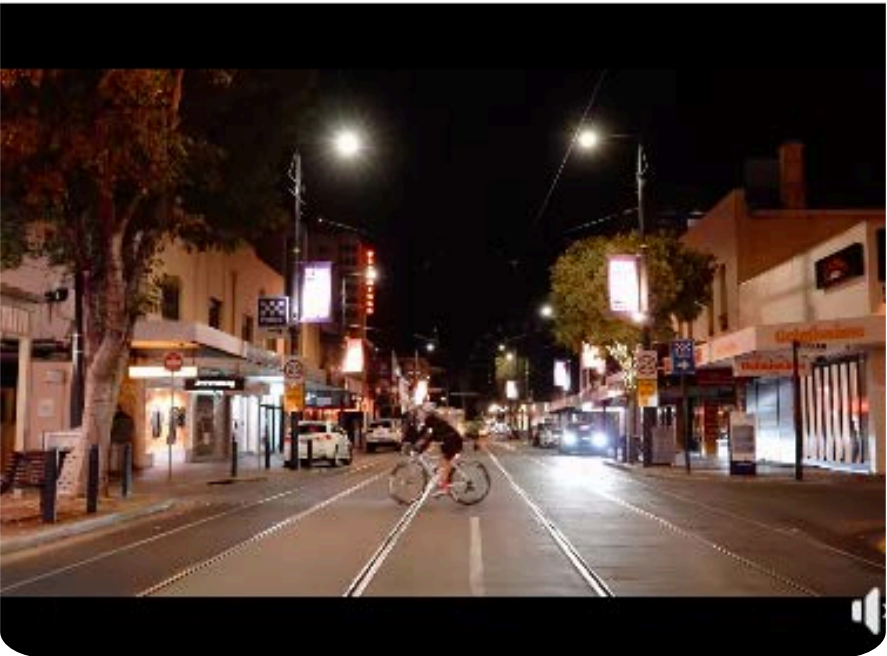


Jetty Road, Glenelg


Published by [Charlotte Davey](#)

3d

Waking up with Jetty Road!  
Explore it all here: <https://bit.ly/4g1kylJ>  
[#JettyRdGlenelg](#)



VIEWS	REACH	INTERACTION
23,850	23,105	349



Jetty Road, Glenelg is at [Jetty Rd, Glenelg](#).

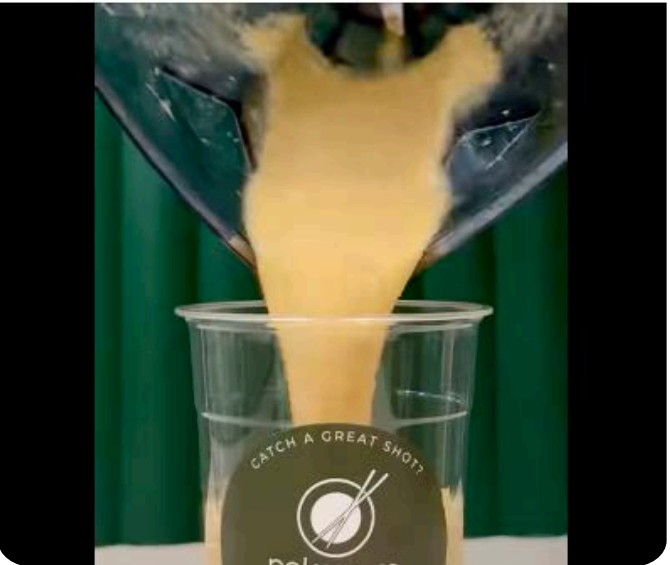
Published by [Charlotte Davey](#)

March 11 at 6:54 PM · [Adelaide, SA](#)

Dive straight into flavour at Jetty Rd's NEWEST Moseley Square resident, [Poke Nom](#) 🥗🍱

Serving up healthy, delicious and fully customisable poké bowls and wraps, this beachside gem has your lunch options sorted.

Explore more places to eat and drink here: <https://bit.ly/4gPXzuo>  
[#JettyRdGlenelg](#)



VIEWS	REACH	INTERACTION
21,368	19,119	145



Jetty Road, Glenelg

Published by Later

March 18 at 7:00 PM

Are you an electronic music fan? This one's for you!!

Boutique electronic music festival, Electric Island, is returning to Australia this April, and bringing a fresh twist to Glenelg Beach, with the debut of Electric Warehouse.

Co-headlined by global dance music icons Duke Dumont and Hayden James, Electric Island is bringing the beach vibes of Ibiza and Bali to SA's coast, Saturday 12 April from 2-10pm.

Explore more events here: <https://bit.ly/4g7mfyL>  
[#JettyRdGlenelg](#)

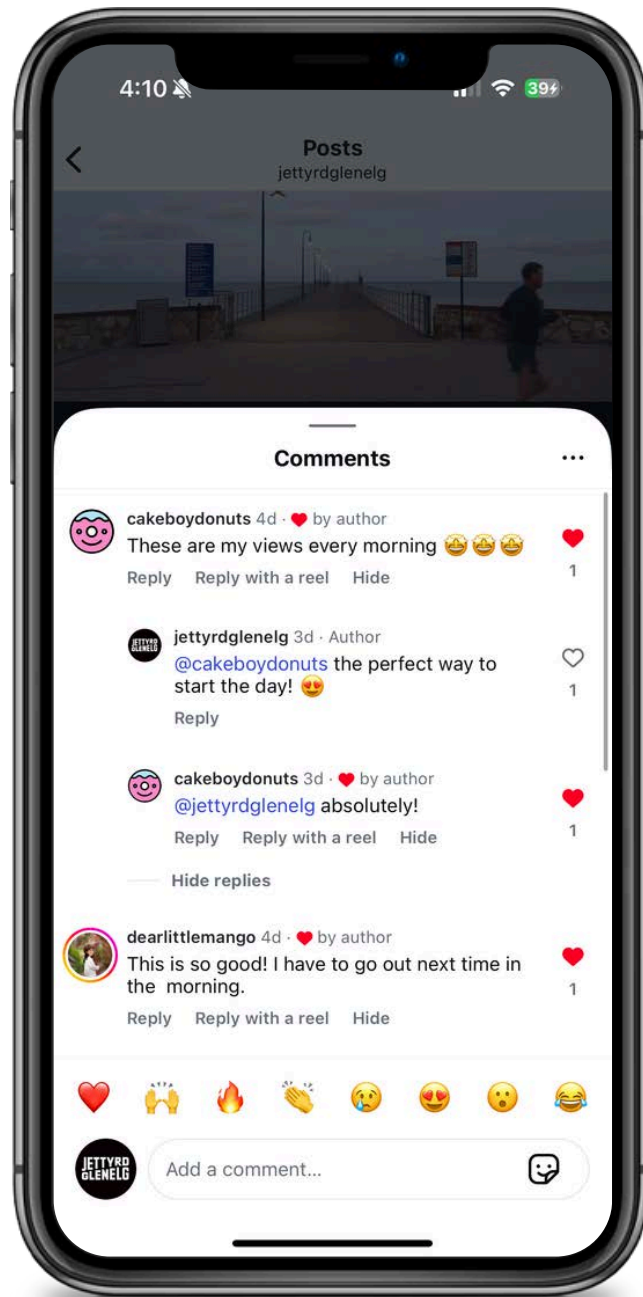


VIEWS	REACH	INTERACTION
23,343	17,948	190

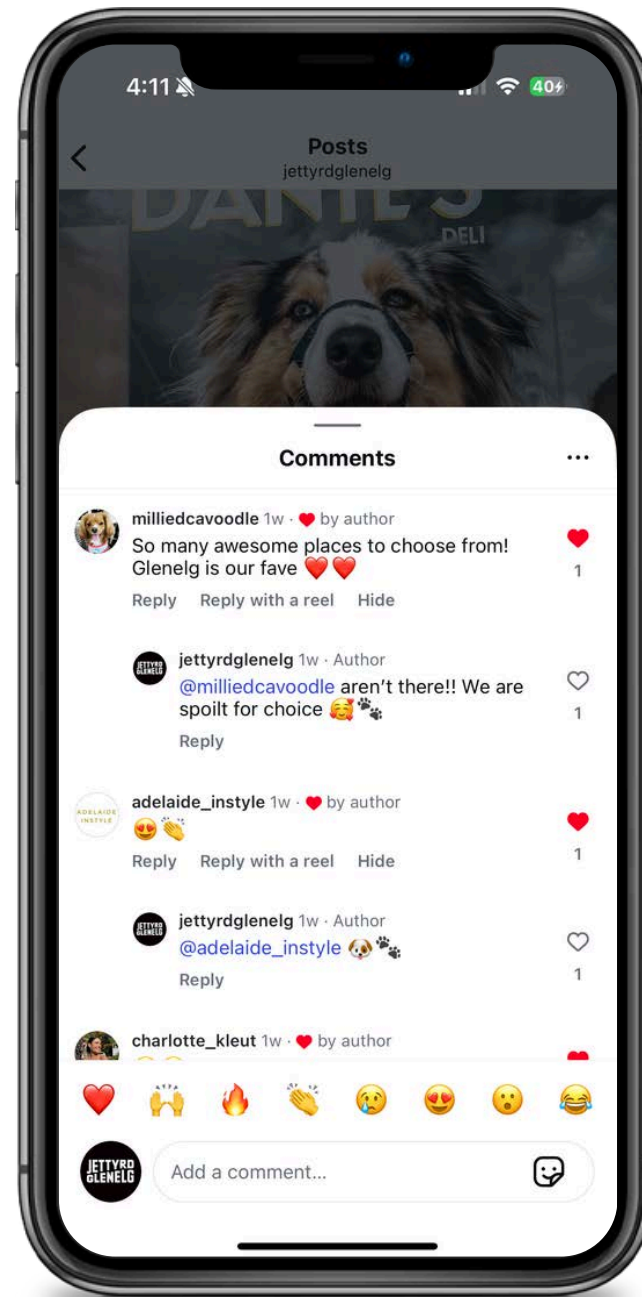
This month, your top-performing post on Facebook mirrored your top-performing post on Instagram, a single image announcing the arrival of Yo Bar to Jetty Rd. The post reached 31,440 accounts and recorded 131 link clicks, with 81% of views coming from non-followers. This indicates strong interest from new audiences and highlights the power of fresh, local openings in attracting broader attention.

Your second top-performing post was a professionally produced reel capturing Jetty Rd. Reels consistently perform well, and incorporating more of them into your content strategy will help maintain momentum and broaden reach. This was followed by the announcement of new retailer, Pokénom and Electric Island music festival.

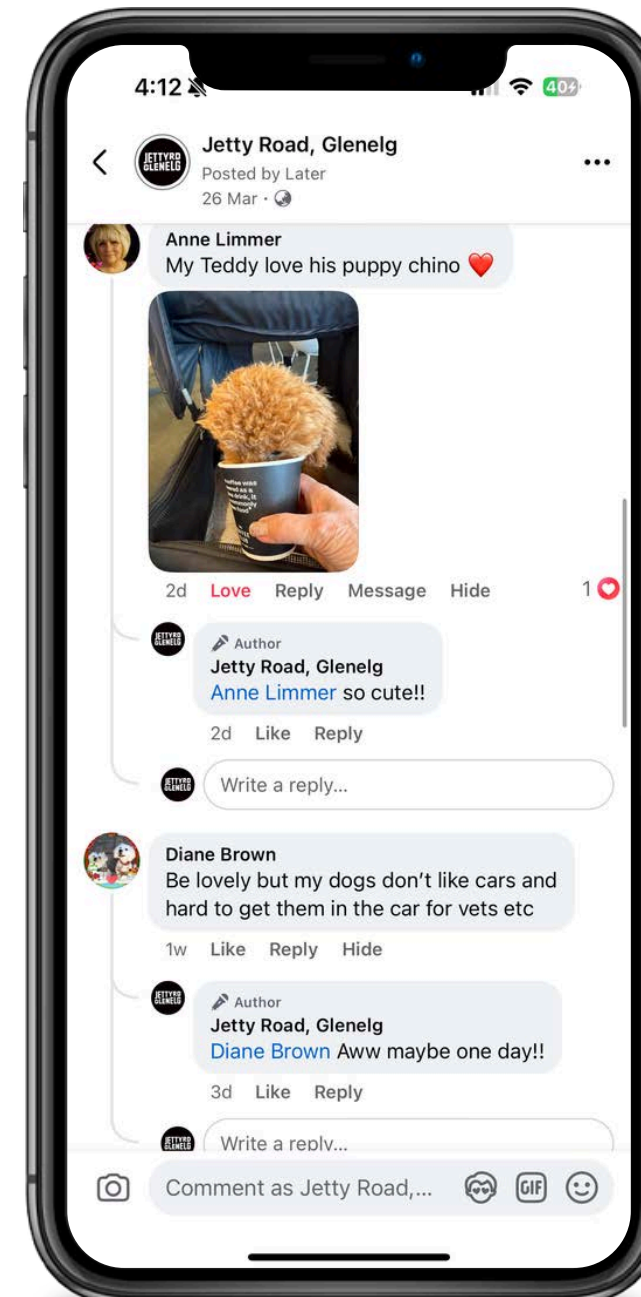
# Community Engagement



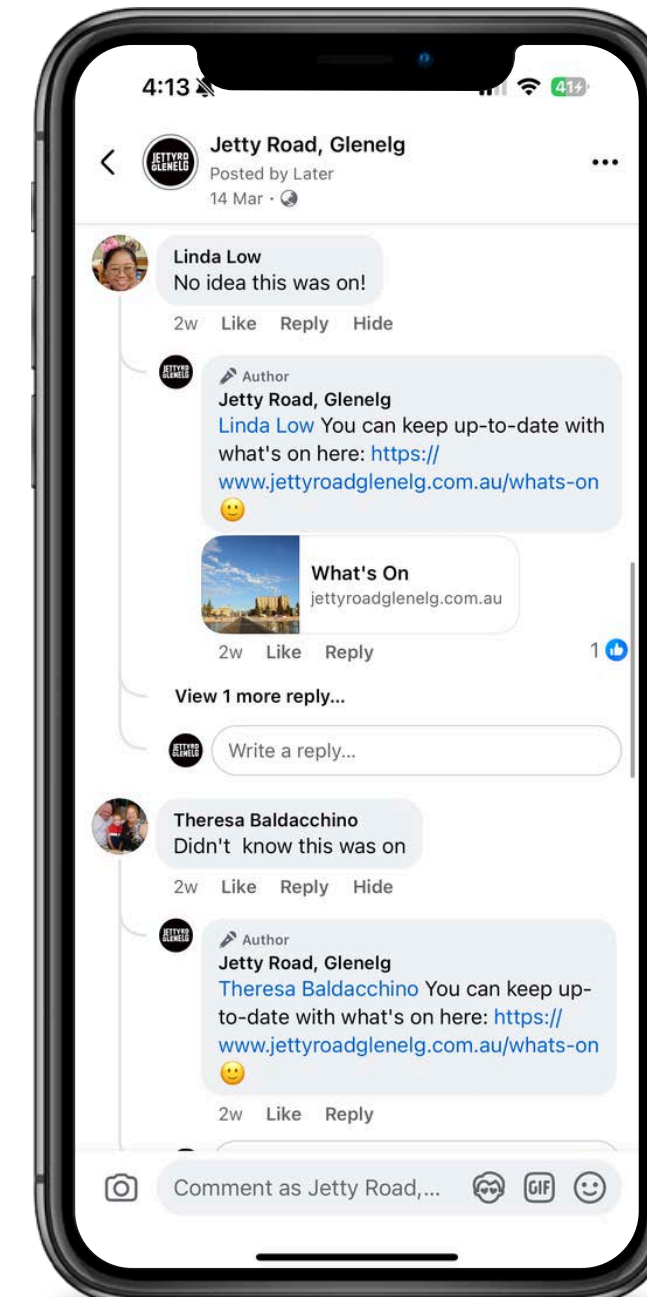
INSTAGRAM



INSTAGRAM



FACEBOOK



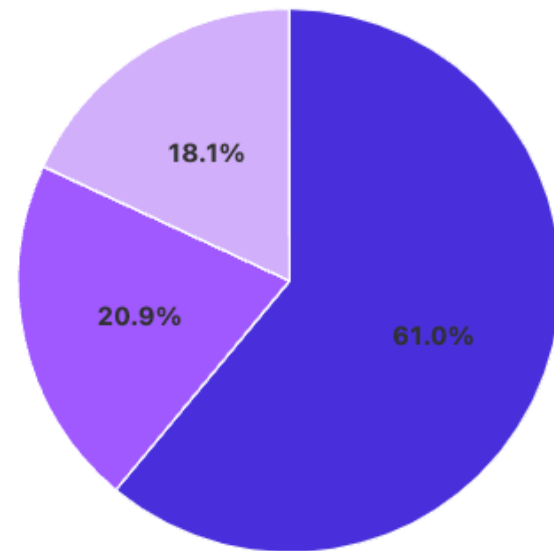
FACEBOOK

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

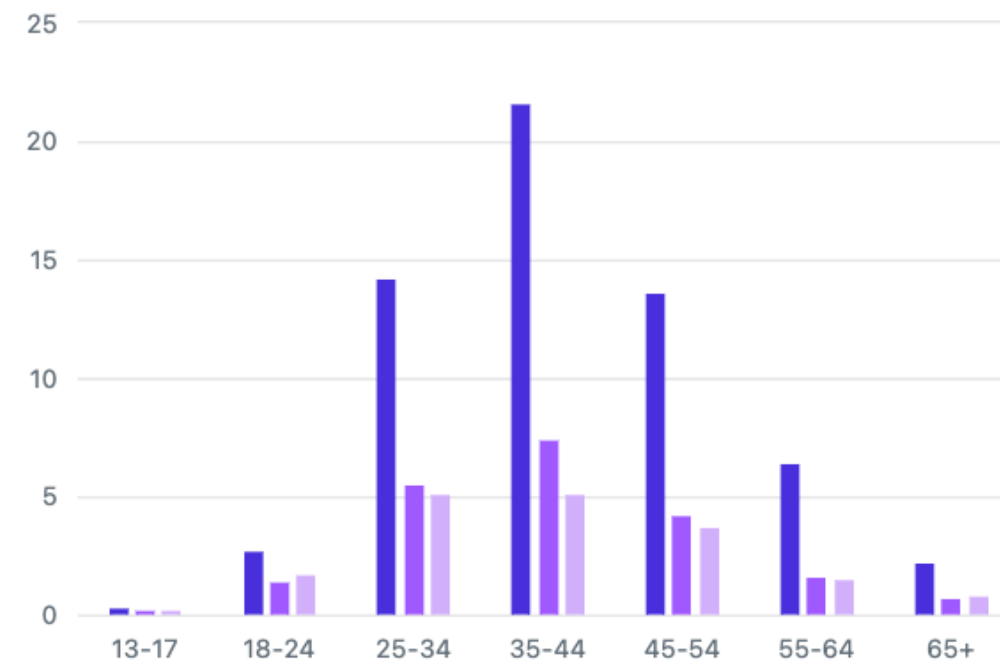
# Demographics

AUDIENCE BY GENDER

Female Male Prefer Not To Say



Female Male Prefer Not To Say



**SAY CHEESE**  
S O C I A L

**Item No:** 8.4

**Subject:** **NOMINATION – TRANSFORMING JETTY ROAD COMMITTEE**

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## Summary

On 28 November 2023, Council approved to initiate of the Jetty Road Masterplan Stage 2 project. This included undertaking the design and construction of the remaining stages of the Jetty Road Masterplan.

The Transforming Jetty Road Committee was established by Council, pursuant to section 41 of the *Local Government Act 1999* to provide strategic oversight and high level advice and recommendations to Council regarding the Transforming Jetty Road Project.

With the recent membership change of the Jetty Road Mainstreet Committee, a vacancy now exists on the Transforming Jetty Road Committee.

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## Recommendation

**That the Jetty Road Mainstreet Committee appoints \_\_\_\_\_ as the nominee for the Transforming Jetty Road Committee.**

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## Background

On 28 November 2023, Council approved to initiate the Jetty Road Masterplan Stage 2 project. This included undertaking the design and construction of the remaining stages of the Jetty Road Masterplan.

Council has committed \$30 million to deliver the project and approved the execution of a grant agreement with the Federal Government to receive \$10 million of funding for the project.

The Transforming Jetty Road Committee was established by Council, pursuant to section 41 of the *Local Government Act 1999*. The Committee's Terms of Reference are attached for information.

*Refer Attachment 1*

The Committee has been charged with providing strategic oversight and high-level advice and recommendations to Council regarding the Transforming Jetty Road Project within the context of concept design outcomes, timing of activities, community consultation, budget and project governance matters.

## Report

Under the Terms of Reference of the Transforming Jetty Road Committee, membership of the Committee consists of:

- City of Holdfast Bay Mayor (Chair)
- Chair, Audit and Risk Committee
- Two Elected Members
- Two members from the Jetty Road Mainstreet Committee (JRMCM)
- A representative from the Department of Infrastructure and Transport
- A Landlord with property located on Jetty Road Glenelg.

Appointments of JRMCM members are for the life of the project (currently 31 December 2027).

In April 2024, the JRMCM nominated Ms Gilia Martin and Mr Chris Morley to the Committee. The nominations were accepted and endorsed by Council.

With the recent change of membership of the Jetty Road Committee, there is a vacancy on the Transforming Jetty Road Committee and this report seeks nominations to fill that vacancy.

## Budget

There are no budget implications associated with this report.

## Life Cycle Costs

Not applicable

## Strategic Plan

The Jetty Road Masterplan directly connects and delivers on all Our Place 2050+ Strategic Plan objectives for 2020-30. The Masterplan principles which the concept design will be built upon, demonstrate the direct alignment to the Strategic Plan and ensures Jetty Road is truly considered 'Our Place'.

## Council Policy

Not applicable

## Statutory Provisions

*Local Government Act 1999, section 41*

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**Written By:** Executive Assistant to the Chief Executive Officer

**Chief Executive Officer:** Ms P Jackson

# Attachment 1

## **Transforming Jetty Road Project Committee - Terms of Reference**

### **1. Establishment**

- 1.1 Pursuant to section 41 of the *Local Government Act 1999* (the Act) the Council hereby establishes a committee to be known as the Transforming Jetty Road Project Committee.
- 1.2 The purpose of this Committee is to provide strategic oversight to the Transforming Jetty Road Project and provide high level advice and recommendations to Council regarding matters related to the project within the context of concept design outcomes, timing of activities, community consultation, budget and project governance matters.

### **2. Membership**

- 2.1 The Transforming Jetty Road Project Committee shall consist of eight persons as follows:
  - City of Holdfast Bay Mayor (Chair)
  - Chair, Audit and Risk Committee
  - two Elected Members
  - two members from the Jetty Road Mainstreet Committee(JRMC)
  - a representative from the Department of Infrastructure and Transport
  - a Landlord with property located on Jetty Road Glenelg.
- 2.2 Members of the Transforming Jetty Road Project Committee are appointed by Council. JRMC members will be recommended by the JRMC and other members on recommendations from Administration. Elected Members will be appointed for the term of Council and other members will be appointed for the term of the project (currently 31 December 2027).
- 2.3 Members of the Committee may be removed from office by Council resolution at any time.
- 2.4 The Mayor will be appointed to the role of Chair of the Jetty Road Glenelg Project Committee.

### **4. Secretariat and Support**

- 4.1 The Chief Executive Officer shall ensure that the Transforming Jetty Road Project Committee has access to reasonable administrative resources in order to carry out its duties (subject to any budget allocation being approved by Council).
- 4.2 The Chief Executive Officer shall ensure effective policies, systems and procedures are in place for the identification, assessment, monitoring, management and

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annual review of strategic, financial and operational risks for the Transforming Jetty Road Project Committee.

- 4.3 The Transforming Jetty Road Project Committee shall be provided with appropriate and timely training, both in the form of an induction program for new members and on an ongoing basis for all members.

## 5. Meetings

- 5.1 The Transforming Jetty Road Project Committee shall meet bi-monthly, at appropriate times in the Project's reporting cycle, and otherwise as required. Pursuant to section 90 of the Act, meetings are public (except in special circumstances as defined by the Act) and will be conducted in a place open to the public.
- 5.2 Meetings of the Transforming Jetty Road Project Committee are governed by the *Local Government (Procedures at Meetings) Regulations 2013*.
- 5.3 Unless required by legislation not to vote, each member must vote on every matter that is before the Transforming Jetty Road Project Committee for decision.
- 5.4 The Chair has a deliberative vote but not a casting vote in the event of a tie. A tied vote means that the motion is lost.
- 5.5 The quorum necessary for the transaction of business shall be five members. A duly convened meeting of the Transforming Jetty Road Project Committee at which a quorum is present shall be competent to exercise all or any of the authorities, powers and discretions vested in or exercisable by it.
- 5.6 The Chief Executive Officer, and other executive staff and officers of Council may attend any meeting as observers or in support of matters being considered by the Transforming Jetty Road Project Committee.
- 5.7 Ordinary meetings of the Transforming Jetty Road Project Committee will be held at times and places determined by Council or, subject to a decision of the Transforming Jetty Road Project Committee.
- 5.8 If necessary, Members may participate in the meeting by telephone or other electronic means provided that members of the public can hear the discussion between all members.
- 5.9 A special meeting of the Transforming Jetty Road Project Committee may be called by the Chief Executive Officer in accordance with section 87(5) of the Act, at the request of the Chair or at least two members of the Transforming Jetty Road Project Committee.
- 5.10 The agenda and minutes of Transforming Jetty Road Project Committee meetings, subject to any items that are discussed in confidence under section 90 of the Act

and subsequently retained under section 91 of the Act, are also required to be made available to the public.

- 5.11 Notice of each meeting confirming the venue, time and date, together with an agenda of items to be discussed, shall be forwarded to each member of the Transforming Jetty Road Project Committee, no later than three business days before the date of the meeting. Supporting papers shall be sent to Committee members (and to other attendees as appropriate) at the same time.
- 5.12 The Chief Executive Officer shall ensure that the proceedings and resolutions of all meetings of the Transforming Jetty Road Project Committee are minuted and that the minutes comply with the requirements of the *Local Government (Procedure at Meetings) Regulations 2013*.
- 5.13 Minutes of Transforming Jetty Road Project Committee meetings shall be circulated within five days after a meeting to all members of the Transforming Jetty Road Project Committee and to members of the Council and will (as appropriate) be available to the public.

## 6. Role of the Committee

- 6.1 The Transforming Jetty Road Project Committee has no authority to act independently of Council. The primary role of the Transforming Jetty Road Project Committee is to provide advice and recommendations to Council about matters relating to the Transforming Jetty Road Project.
- 6.3 ***Reporting Responsibilities***
  - 6.3.1 The Transforming Jetty Road Project Committee minutes shall be presented to the Council after every meeting to identify and present advice and recommendations.
  - 6.3.2 The Chief Executive Officer will identify matters, further to those matters covered elsewhere in these Terms of Reference, to be reported to the Transforming Jetty Road Committee in detail where those matters are considered to be of material affect, have a material impact on the operation of Council as an elected body (e.g. impact on policies relating to Elected Members), or have significant impact on Council's operations.