

# 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**

9 April 2025 at 7pm



**Pamela Jackson**  
Chief Executive Officer



## 1. Opening

The General Manager, Community and Business will declare the meeting open at 7.00pm.

## 2. Appointment of the Presiding Member and Deputy Presiding Member

The Jetty Road Mainstreet Committee's Terms of Reference provides the JRMC shall appoint for a bi-annual term, a Presiding Member and a Deputy Presiding Member. The Presiding Member and Deputy Presiding Member are to be appointed from those members who are not Elected or Independent members of the City of Holdfast Bay.

### Motion

**That the Jetty Road Mainstreet Committee appoints \_\_\_\_\_ as Presiding Member and \_\_\_\_\_ as Deputy Presiding Member for the term until 31 March 2027**

## 3. 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.*

## 4. Apologies

4.1 Apologies received: Councillor Abley

4.2 Absent

## 5. 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.*

## 6. Confirmation Of Minutes

### Motion

**That the minutes of the Jetty Road Mainstreet Committee held on 5 March 2025 be taken as read and confirmed.**





**7. Questions by Members**

7.1 Without Notice

7.2 On Notice

**8. Presentations**

**8.1 Southern Business Mentoring Program Update**

Ms Joanna Arhontis, Director, The New Retail Revolution will provide an update on the business engagement predominantly in the City zone of Jetty Road.

**8.2 Transforming Jetty Road Project Update**

Ms C Armfield, Project Manager will provide an update on the Transforming Jetty Road Project.

**9. Reports By Officers**

9.1 Monthly Finance Report (Report No: 91/25)

9.2 Marketing Report (Report No: 92/25)

9.3 Events Report (Report No: 93/25)

**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 7 May 2025 in the Mayor's Parlour – Glenelg Town Hall, Moseley Square, Glenelg.

**12. Closure**

**Pamela Jackson**  
Chief Executive Officer

**Item No:** 9.1

**Subject:** MONTHLY FINANCE REPORT

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## Summary

This report provides an update on the Jetty Road Mainstreet income and expenditure as at 28 February 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 (JRMCC) has been established to undertake work to benefit the businesses on Jetty Road Glenelg, using the separate rate raised for this purpose.

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

## Report

The 2024-25 Jetty Road Mainstreet budget for February has been delivered on track.

*Refer Attachment 1*

Budget variances are:

- Income shows a variance of \$8,102 which is due to a lower than expected sales in advertising in the Summer edition of the Jetty Road LOCAL magazine. Advertising for the Winter edition is showing a positive uptake and on track to meet the projected budget target.
- Other variances are due to program timing.

## 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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<b>Written By:</b>	Business Development Partner
<b>General Manager:</b>	Community and Business, Ms M Lock

# Attachment 1

## INCOME & EXPENDITURE STATEMENT 28 FEBRUARY 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	9,065	963	(8,102)	18,064	5,791
Gift Card Revenue	-	-	-	-	-	-
	<b>727,115</b>	<b>716,180</b>	<b>708,075</b>	<b>(8,105)</b>	<b>635,693</b>	<b>666,029</b>
<b>Expenses</b>						
Employee Costs	230,053	151,223	131,762	19,461	178,067	220,761
Sponsorships	25,000	25,000	25,000	-	25,855	40,595
Event Management	57,000	34,322	5,561	28,760	24,943	5,112
Food & Drink	5,000	2,766	1,402	1,364	1,734	4,342
Lighting	-	-	674	(674)	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	4,567	2,933	47,258	9,358
Signage	60,000	41,250	39,022	2,228	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	30,000	26,335	3,665	5,359	26,541
Promotions	40,000	15,000	11,590	3,410	35,566	38,543
Marketing Contingency	33,495	21,446	17,910	3,536	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>581,007</b>	<b>476,332</b>	<b>104,675</b>	<b>619,388</b>	<b>700,065</b>
<b>Net Profit/(Loss)*</b>	<b>(88,433)</b>	<b>135,173</b>	<b>231,743</b>	<b>96,570</b>	<b>16,305</b>	<b>(34,036)</b>

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



**INCOME & EXPENDITURE STATEMENT 28 FEBRUARY 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	4,567	2,933	47,258	9,358
Signage	Bus wraps, Holdfast Walk and light posts	60,000	41,250	39,022	2,228	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	30,000	26,335	3,665	5,359	26,541
Promotions	Shopping campaigns including Jetty Road Gift Card	40,000	15,000	11,590	3,410	35,566	38,543
Marketing Contingency	Marketing contingency including brand roll out	33,495	21,446	17,910	3,536	15,378	34,867
		<b>303,495</b>	<b>189,696</b>	<b>133,690</b>	<b>56,006</b>	<b>230,880</b>	<b>238,855</b>

**Item No:** 9.2

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

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## Summary

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

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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 (JRMCM) aligned to the Marketing Plan.

## Report

### ***Jetty Road LOCAL Magazine***

The Winter edition is currently in the development phase with advertising nearly at capacity. This edition will include the Winter Warmer vouchers and focus on hidden gems, trends, laneways, loves and faces.

A content brief was circulated to the Jetty Road Mainstreet Committee (JRMCM) seeking feedback.

The following is a summary of the content for the Winter Issue:

- Front cover feature of a long-standing fashion business, photographed in Chapel Plaza to highlight the first stage development of Jetty Road in 2019
- Welcome and getting around the precinct
- A Feature story
- What's on and upcoming events
- A shop local focus, featuring many of the businesses in the City zone to promote trade during the infrastructure development
- Fresh local finds, showcasing businesses in Moseley Street
- Local trends – fashion shoots featuring fashion stores
- 'Local loves', featuring a mixture of service providers and local traders
- 'Eat local', featuring new and existing eateries
- Local street style, spontaneous interviews
- Local listings – a business directory feature local businesses
- Winter Warmer vouchers

The research conducted by Intuito Market Research has been distributed to the JRMC and the following highlights some of the key findings:

- Strong recall and readership of the magazine, with 78% of residents and 79% of businesses recognising its presence
- An effective promotional tool and value for money
- Readership exceeds its print run, with residents estimating an average of 2.3 readers per copy and businesses reporting an average of 9.2 readers per copy
- Engagement with the magazine is notable, with 49% of residents stating they had visited a business or made a purchase because of reading the magazine
- 5% of residents were aware the magazine was also available online
- Businesses valued the publication, with 70% supporting the continuation in both print and digital formats

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

The Micro Business Grant was launched on 20 January 2025. The grant provides Jetty Road businesses up to \$500 for initiatives such as VIP nights, launch parties, menu reveals, new window displays and industry nights. At the Jetty Road Mainstreet Committee meeting held 5 March 2025 it was reported that eight applications had been received.

As of 21 March 2025, 10 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.

The applications received to date range from the following activities:

- VIP wellness evening enticing new and existing guests
- 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
- Menu reveal and tastings

### ***More to Love – More to Win competition***

The More to Love – More to Win precinct wide competition will commence on 31 March 2025 and conclude on 31 May 2025. Promotional material will be distributed from Thursday 28 March 2025 and stores will be given counter cards and instore entry forms. Digital and media advertising to include signage around light-poles, bin corflutes and social media to commence from 3 April 2025.

The prize pool is currently \$12,000, consisting of vouchers purchased from businesses in the City zone.



Consumers spending \$30 or more in any business within the Jetty Road precinct will have the chance to share in over \$10,000 worth of prizes. Prizes include, weekly draws worth \$500, 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.

### ***AFL Gather Round***

The AFL Gather Round will be held in South Australia on 10-13 April 2025. There will be a five-week Jetty Road brand awareness campaign on social media targeting interstate and regional visitors.

The social media campaign includes the following:

- Paid advertisements, organic and highlight reels
- Content creation to increase brand awareness and engaging three AFL players to promote Jetty Road throughout AFL Gather Round
- Content creation prior to AFL Gather Round engaging three lifestyle content creators to raise brand awareness and precinct visitation
- Photography and videography throughout the campaign

Additionally, there will be an advertising campaign running within the Adelaide Airport commencing 24 March 2025 focusing on the Holdfast Bay tourism brand 'Stay'.

### ***Bus Advertising***

The bus campaign commenced on 10 February 2025 and will be in circulation for a period of 26 weeks. During this period the estimated reach is 1,163,613 people. One image requires withdrawal from the campaign and will be replaced with an alternative image and will be in circulation from 7 April 2025. Reasons cited for image removal include correct permissions to use featured talent in marketing campaigns were not obtained at the time of photographing. The talent permissions process has now been refined to ensure that this issue does not occur again.

### ***Retail Specialist***

Southern Business Mentoring Program Business Adviser and Retail Specialist, Ms Joanna Arhontis will present at the 2 April 2025 Jetty Road Mainstreet Committee meeting to provide a summary of business interactions within the precinct thus far. The initial focus has been on the City zone businesses however attention has shifted to the Coast and Transitions zones with an emphasis on the following:

- More to Love – More to Win competition: Commenced on 31 March 2025. Store vouchers valued at \$50 have been sourced from the City zone stores to be used as weekly competition prizes and promote awareness of upcoming competition.
- Micro Grants: Southern Business Mentoring Program Business Adviser and Retail Specialist, Ms Joanna Arhontis is assisting businesses with ideas to maximise their application. The Micro Grant is nearing capacity.
- Shopfront Grants: In conjunction with the Micro Grants, promote the shopfront grants to improve the interface with Jetty Road.

- Southern Business Mentoring Program: Provide information on mentoring services available and assist businesses to identify their specific needs.
- Jetty Road LOCAL Magazine: Advertising space is currently being sought for the Winter edition. Interest in the Winter Warmer vouchers has been strong among businesses.
- Gift Cards: Securing business participation before launching the Gift Card campaign once sufficient sign-ups are achieved. Currently, 24 businesses are signed up to the program. For the program to be successful it is recommended at least 150 retail and hospitality businesses be engaged in the program.
- Retail workshop: A retail workshop is scheduled for 20 May 2025 at The Colley Hotel. The workshop theme is *Cold weather warm profits – Planning for retail and hospitality*. In this workshop, participants will explore strategies to enhance customer engagement and boost sales during the winter season. Key topics include creating a warm, inviting atmosphere to attract and retain customers, utilising digital marketing to share compelling winter-themed narratives, promoting online shopping through various marketing channels, effectively gathering customer data for targeted marketing efforts, and collaborating with suppliers and stakeholders for financial support and in-store events.

### **Social Media**

Growth in awareness of the Jetty Road precinct has been exceptional and continues to improve with the appointment of the Social Media Marketing Consultant, Say Cheese Social. There has been an increase of 521 Facebook page followers, and the top post with approximately 200,000 views.

Facebook increased by 105.8% and visibility remains high with 454,988 impressions, reinforcing audience interest and the ongoing reach of our content.

Instagram's performance saw an increase of 23.4% in organic reach and an 18% increase in accounts reached. Instagram views reached an impressive 178,766, demonstrating strong visibility and audience interaction. The effectiveness of well-placed 'calls to action' attracted 60 external links driving traffic to the Jetty Road website.

*Refer Attachment 1*

### **Budget**

The JRMC 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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<b>Written By:</b>	Business Development Partner
<b>General Manager:</b>	Community and Business, Ms M Lock



# Attachment 1

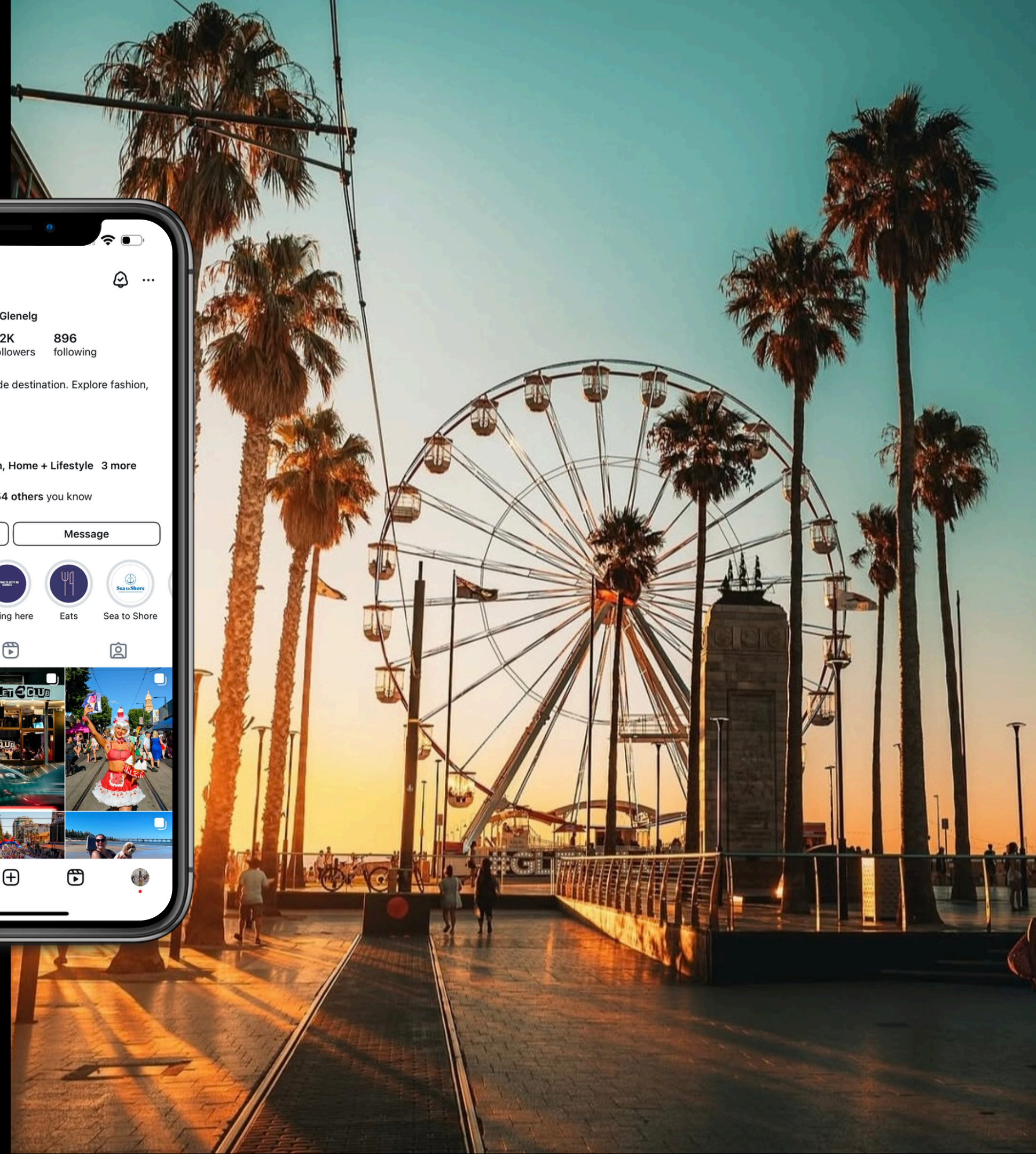
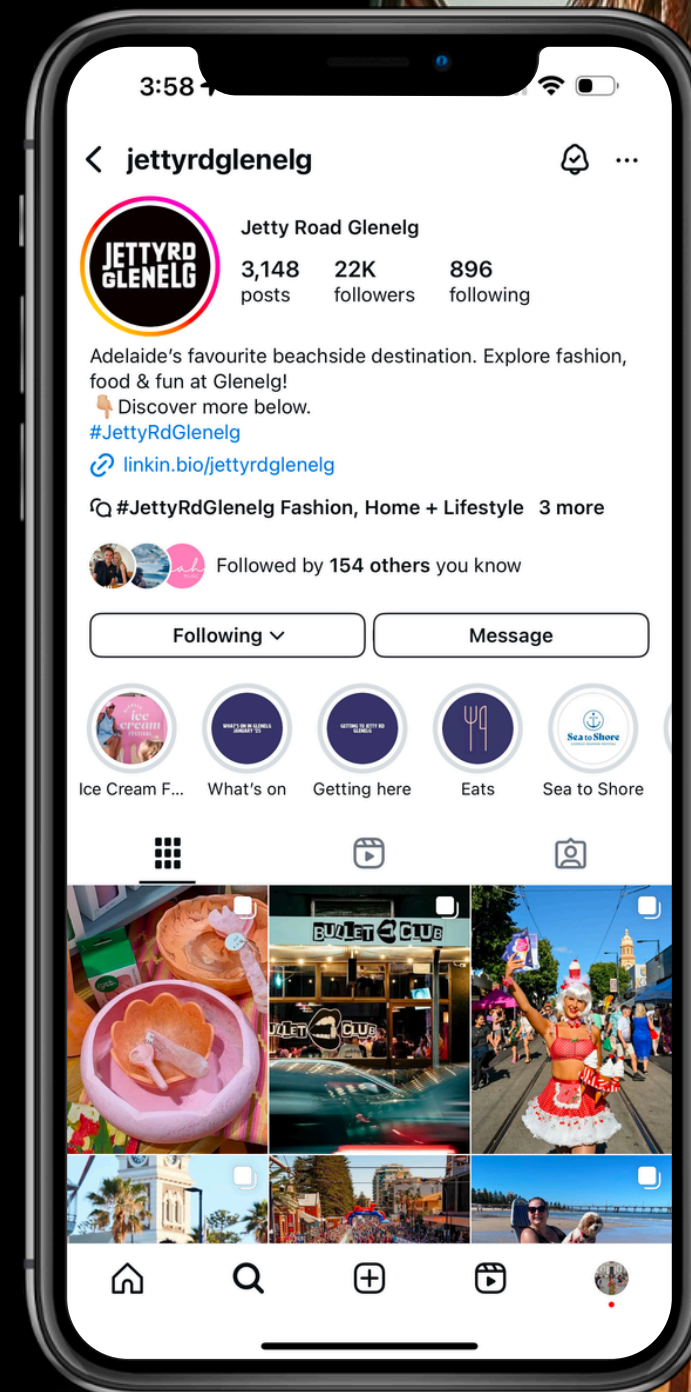


## SOCIAL MEDIA REPORT

# Jetty Rd x Say Cheese Social

Social Media Management  
Report February, 25

PREPARED BY SAY CHEESE SOCIAL





# Instagram Performance

**Total Followers**  
22,178K

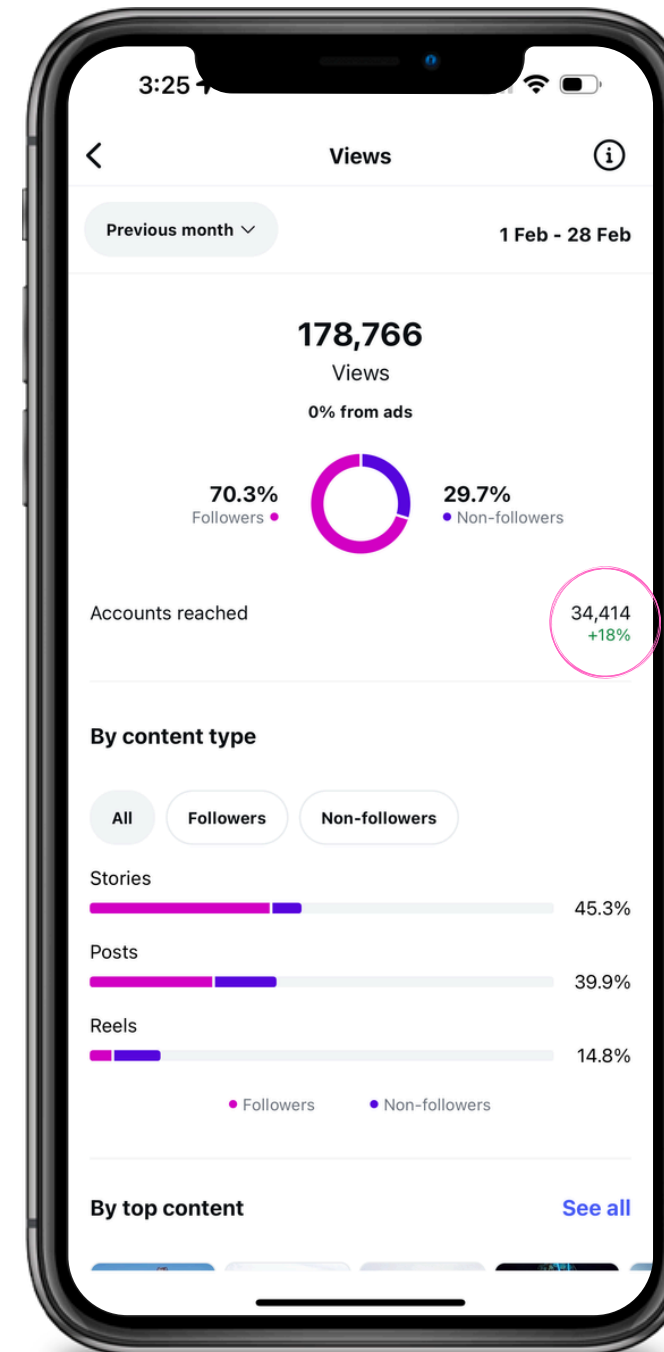
**New Followers**  
**+275**

**Total Views**  
178,766K

**Total 'Organic' Reach**  
34,414K **[+18]**

**Impressions**  
155,193

**External Link Taps**  
**60**  
**Link Clicks**  
**23**



This month, Jetty Rd's Instagram performance saw fantastic growth, with a 23.4% increase in organic reach and a +18% increase in accounts reached.

The account also welcomed 275 new followers, reflecting a growing interest in Jetty Rd's offerings and increased engagement with its content.

Instagram views reached an impressive 178,766, demonstrating strong visibility and audience interaction.

Additionally, 60 external link taps were recorded, highlighting the effectiveness of well-placed calls-to-action in driving traffic to Jetty Rd's website.

These results emphasise the power of engaging, strategic content in fostering audience connection and expanding reach.



# Top performing posts – Instagram

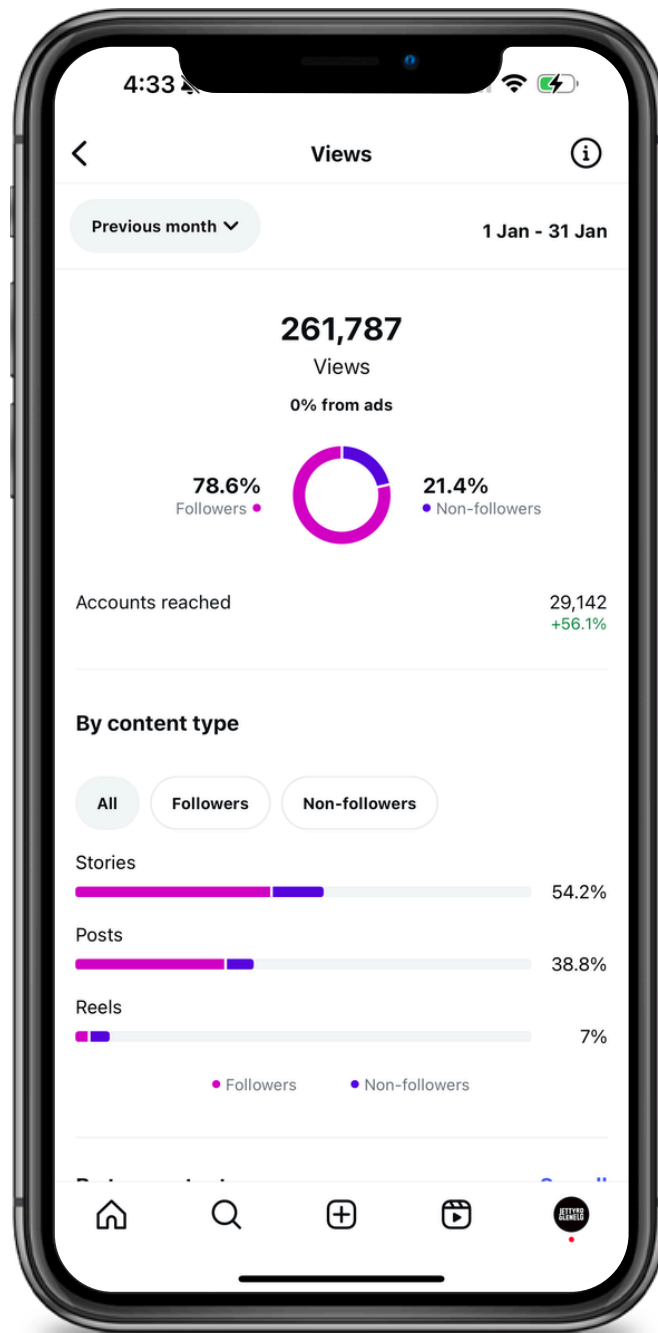
Post	Engagement Rate	Engagements	Followers	Impressions	Reach	Likes	Comments	Saves	Shares
 FEB 11, 2025 6:55 PM When pro cyclist, @TiffanyCromwell, and F1 driver, @ValtteriBottas visit Glenelg Beach f...	1.22%	138	22,072	12,770	11,297	127	1	3	7
 FEB 13, 2025 5:21 PM The incredible, @Asia.Oasis Street Food Festival arrived at Glenelg Foreshore today!...	5.17%	550	22,083	12,391	10,631	398	7	13	132
 FEB 5, 2025 5:47 PM Immerse in the summer spirit at @Asia.Oasis Street Food Festival by the Sea. Indulge in...	9.40%	755	22,033	-	8,029	365	16	45	329
 FEB 24, 2025 4:33 PM Introducing @GatherAndGrounds.Adl, a new breakfast and brunch spot, serving up Asia...	6.93%	551	22,140	9,163	7,948	325	17	40	169
 FEB 26, 2025 7:00 AM Join Cool 2BE Conscious [@C2BC.Adelade_] for their Super Stillness wellness event on...	5.32%	336	22,145	7,468	6,310	232	2	20	82
 FEB 28, 2025 6:30 PM It may be the last day of summer, but the first week of Autumn is shaping up to be a pearl...	9.17%	271	22,159	-	2,954	230	-	5	36

This month, your top-performing post was a 7-slide carousel featuring pro cyclist Tiffany Cromwell and F1 driver Valtteri Bottas visiting Glenelg Beach during the Tour Down Under. This post reached an impressive 11,297 accounts - a +2,416 increase compared to last month's top-performing post! Promoting high-profile visitors and exciting local events on Jetty Rd helps to drive strong engagement, increase visibility, and foster a sense of community and excitement. Showcasing these moments reinforces Jetty Rd as a vibrant destination, attracting both locals and visitors alike.

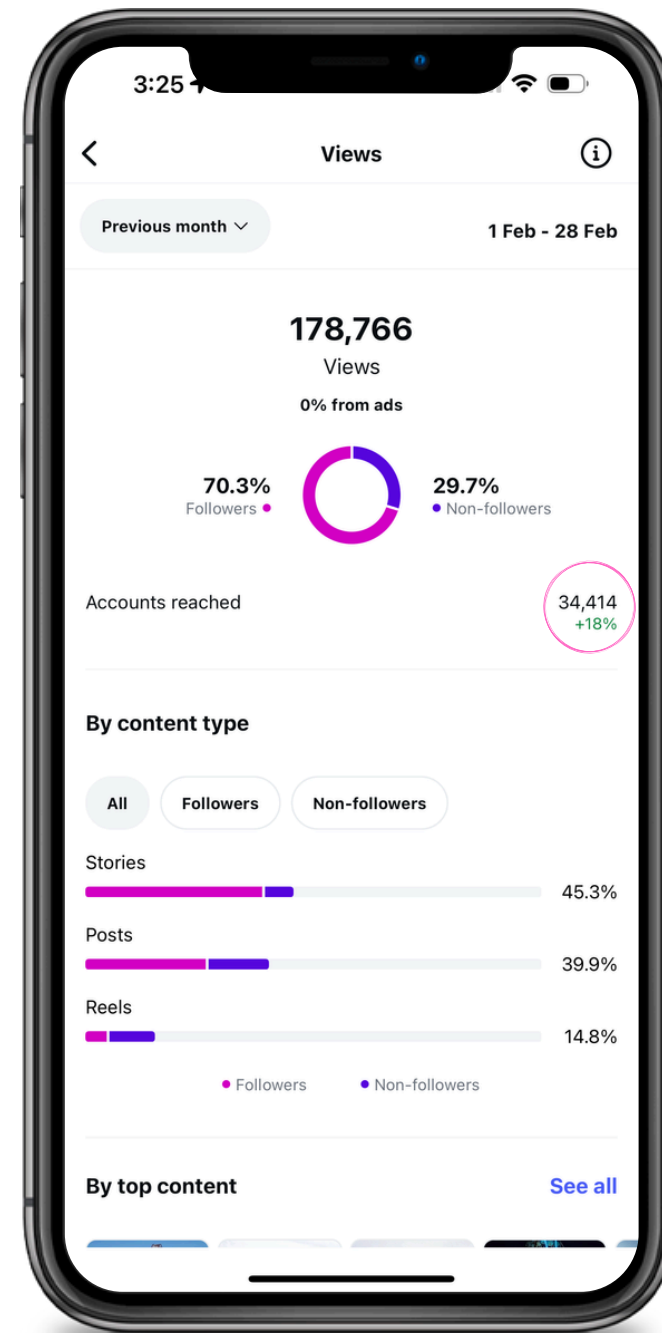
Your second top-performing post was a 9-slide carousel highlighting the Asia Oasis Street Food Festival arriving to Glenelg. Additionally, Asia Oasis accepted the post for collaboration, expanding its reach to their 4,409K followers and further increasing visibility. This post resonated with the audience and sparked significant interest, reaching 10,631 accounts. It received 398 likes and 132 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.

***It's also important to highlight that most posts this month received a high number of saves and shares. Shares indicate that your posts are valuable and worth distributing to more people, and saveable content is simply content that your audience wants to view again. People saving your Instagram post is a strong indicator that your content has resonated with them, and that they found it valuable enough to save it for later.***

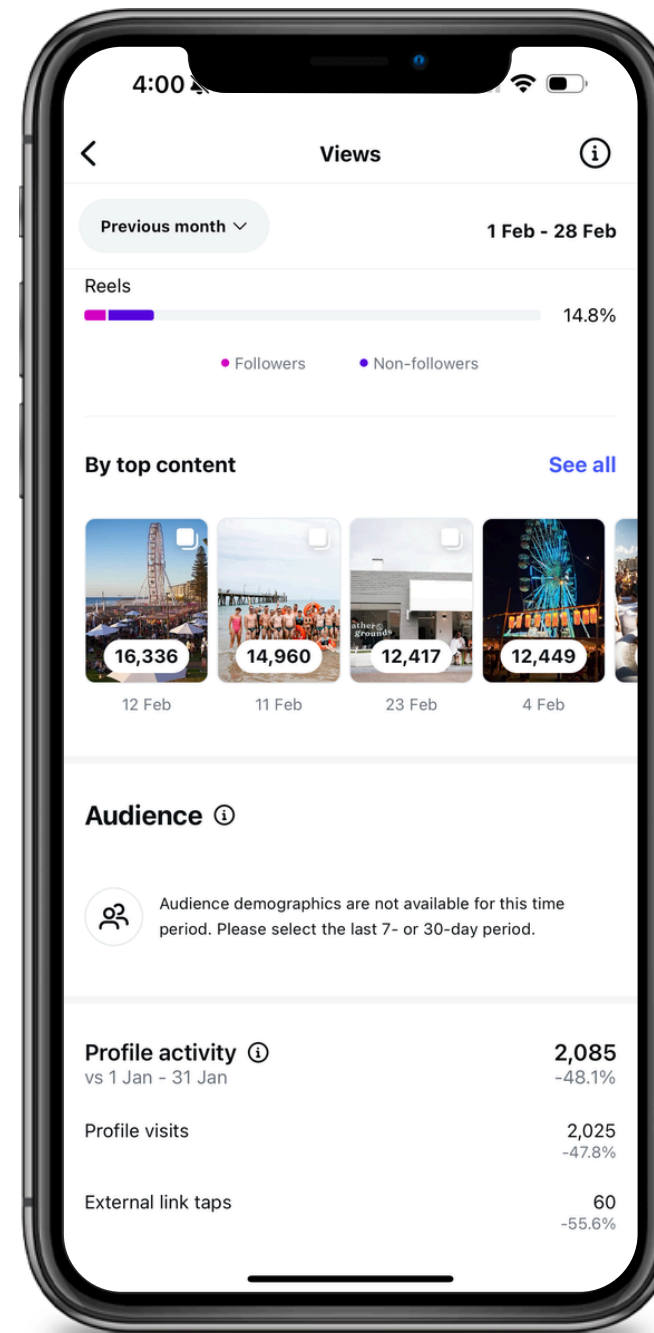
# Instagram - Reach / Views



January  
Comparison



February



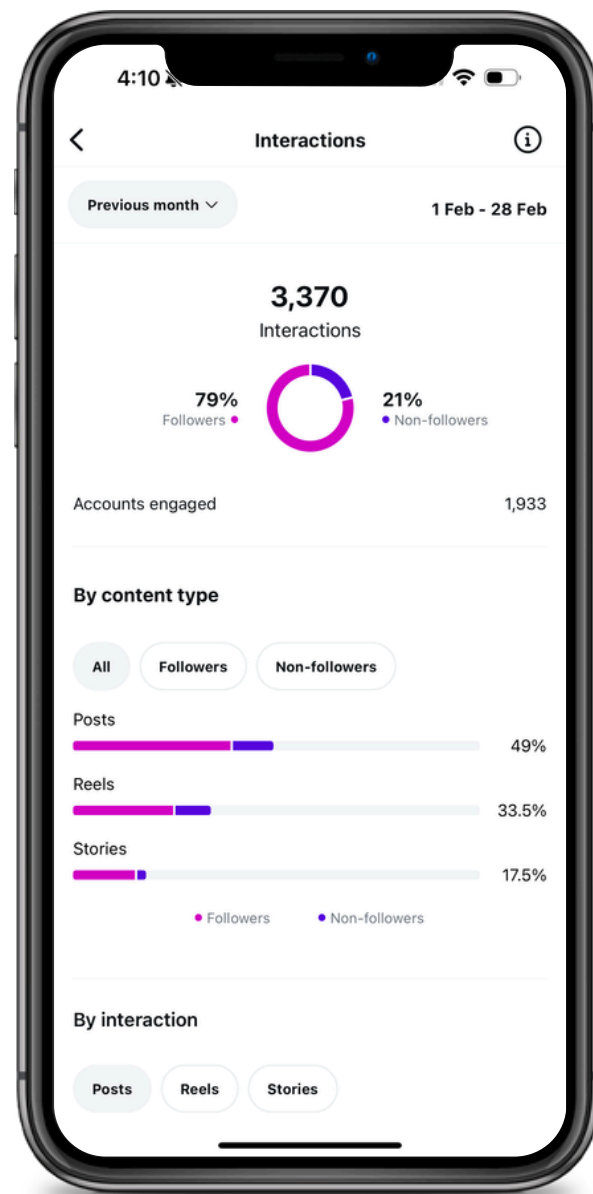
February

This month, we recorded an +18% increase in accounts reached compared to last month. While profile activity saw a slight dip compared to January, it's important to acknowledge that January featured major events like the Ice Cream Festival and the Tour Down Under - both of which significantly increased engagement.

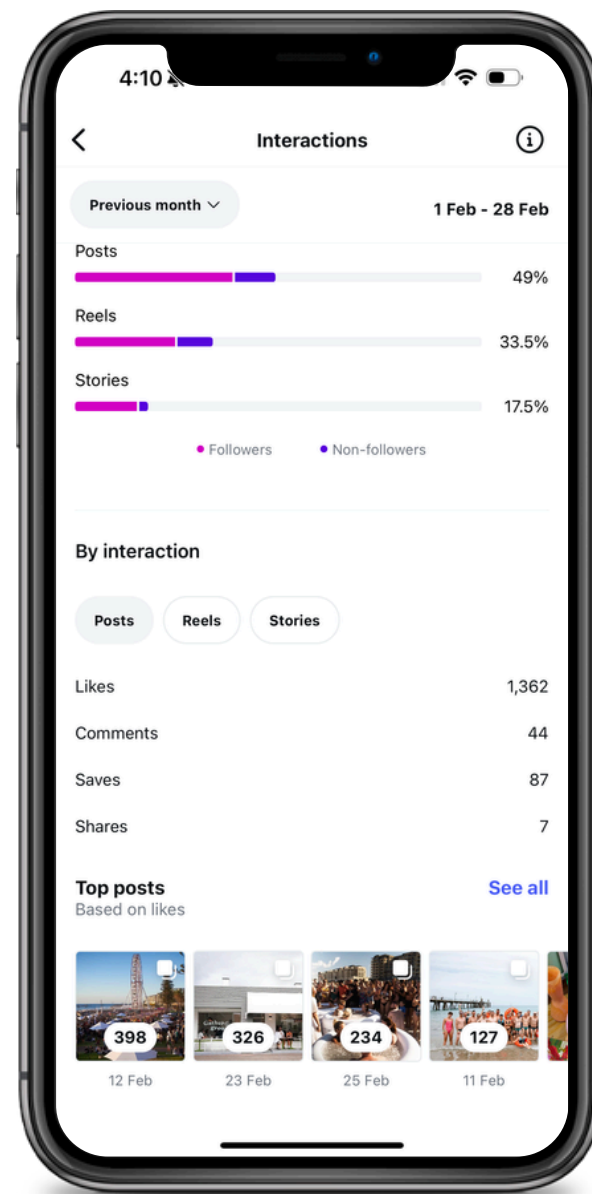
Additionally, summer generally sees higher engagement levels as it aligns with Jetty Rd's brand as a vibrant, seaside destination.

Overall, these metrics indicate that while engagement naturally peaks during major events, the account continues to maintain strong reach and visibility. This reinforces Jetty Rd as a vibrant and engaging destination all year-round, keeping the community consistently connected and involved.

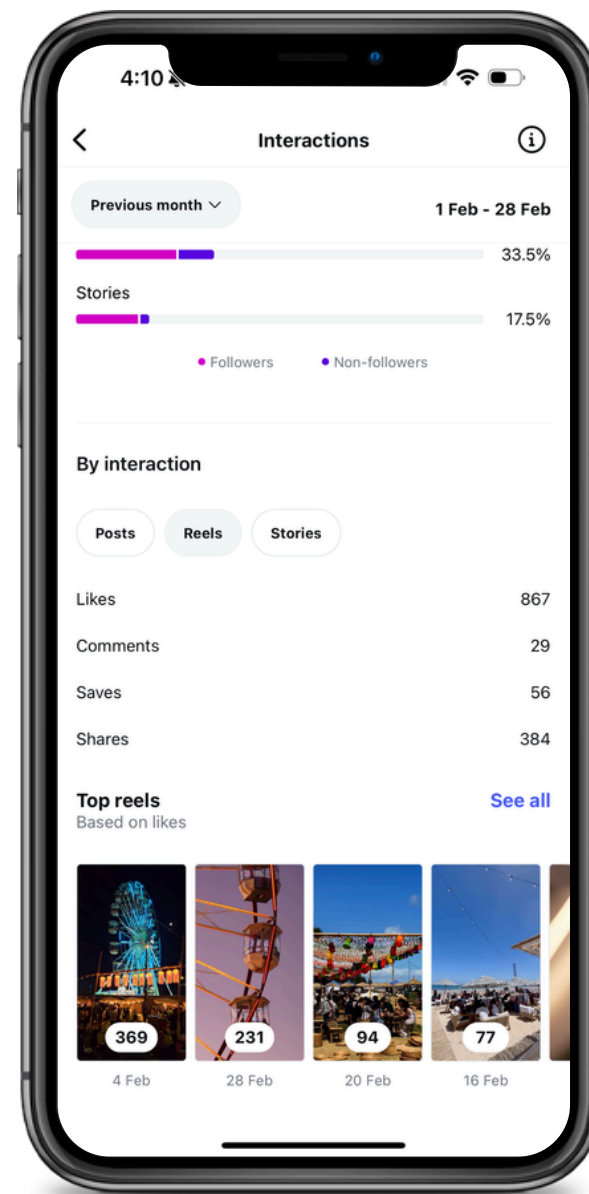
# Instagram - Interactions



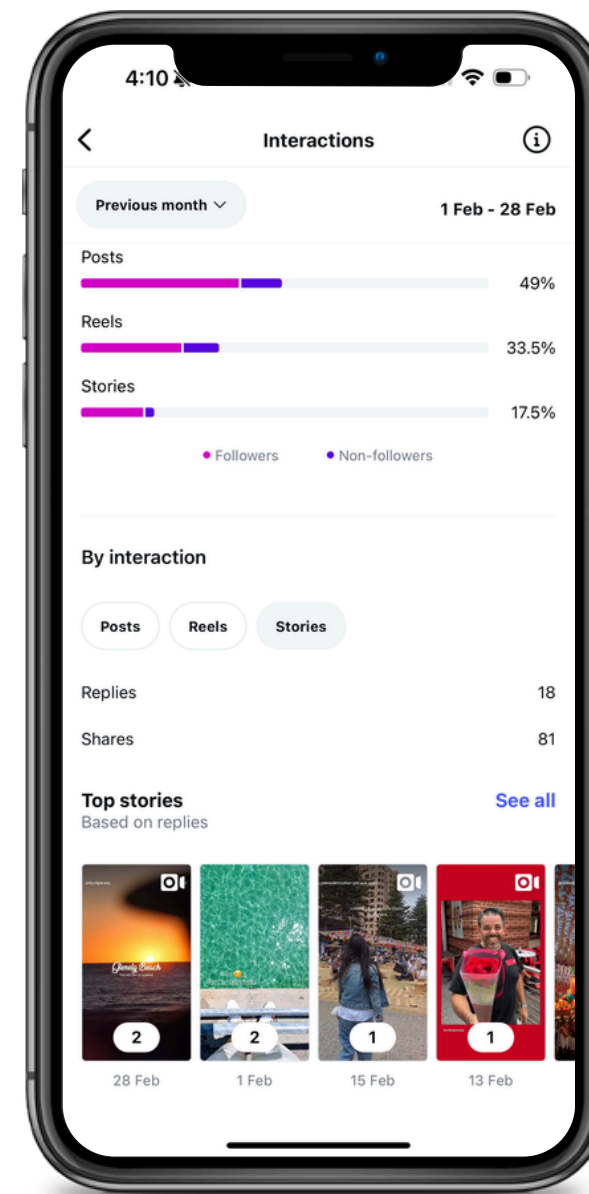
CONTENT



POSTS



REELS



STORIES

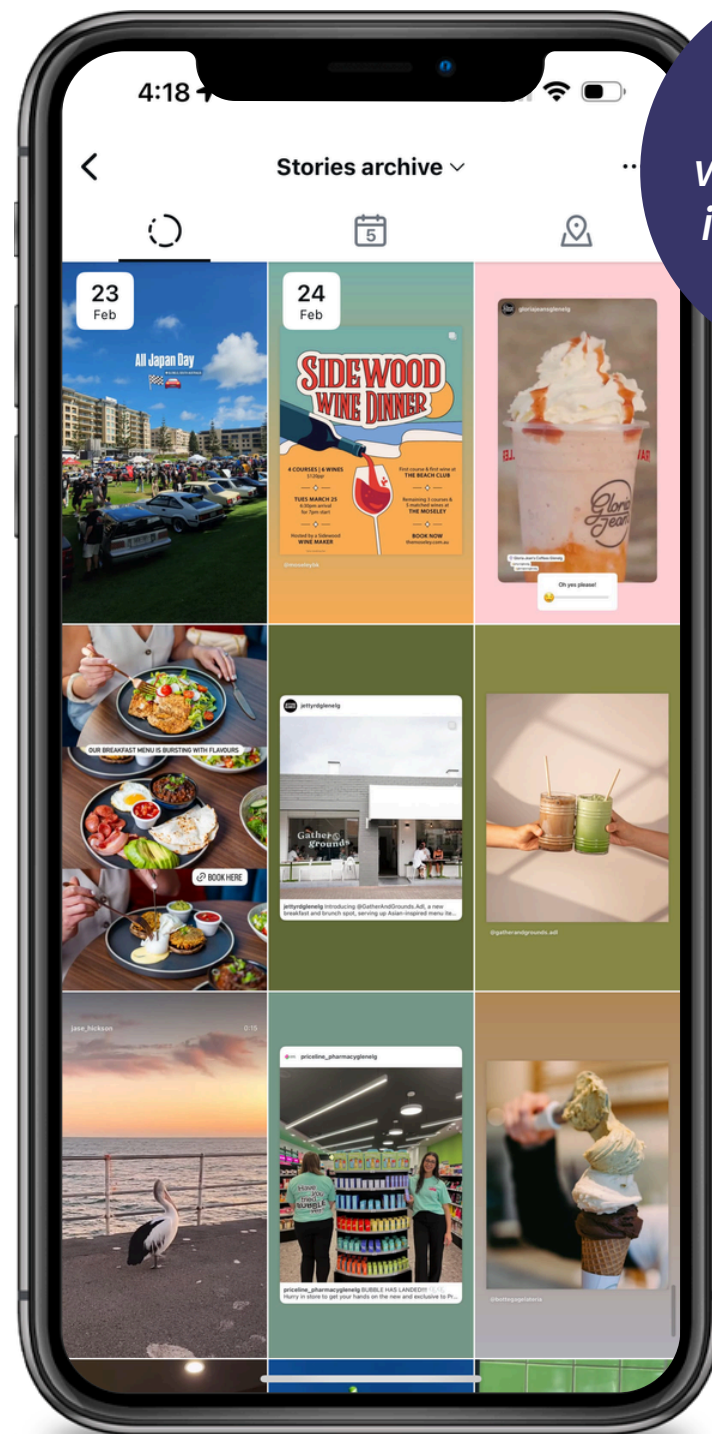
This month, we had 3,370 interactions on Instagram and successfully engaged 1,933 accounts. The account also generated a strong total of 2,229 post likes and 143 saves. These interactions demonstrate the ongoing appeal and reach of the content, creating deeper connections with Jetty Rd's audience - both followers and non-followers.

This month's reels performed well and collectively received 867 likes [+257] and an incredible 384 shares [+268.] This emphasises the growing importance of reels in driving engagement and encouraging interaction. We look forward to introducing more reels into our content strategy as a way to further build brand awareness.

February's Instagram performance highlights the value in consistent monitoring, active community interaction, and strategic use of tagged content. By maintaining a dynamic social presence and sharing timely stories and posts, we have successfully enhanced Jetty Rd's visibility and engagement!



# Instagram Stories

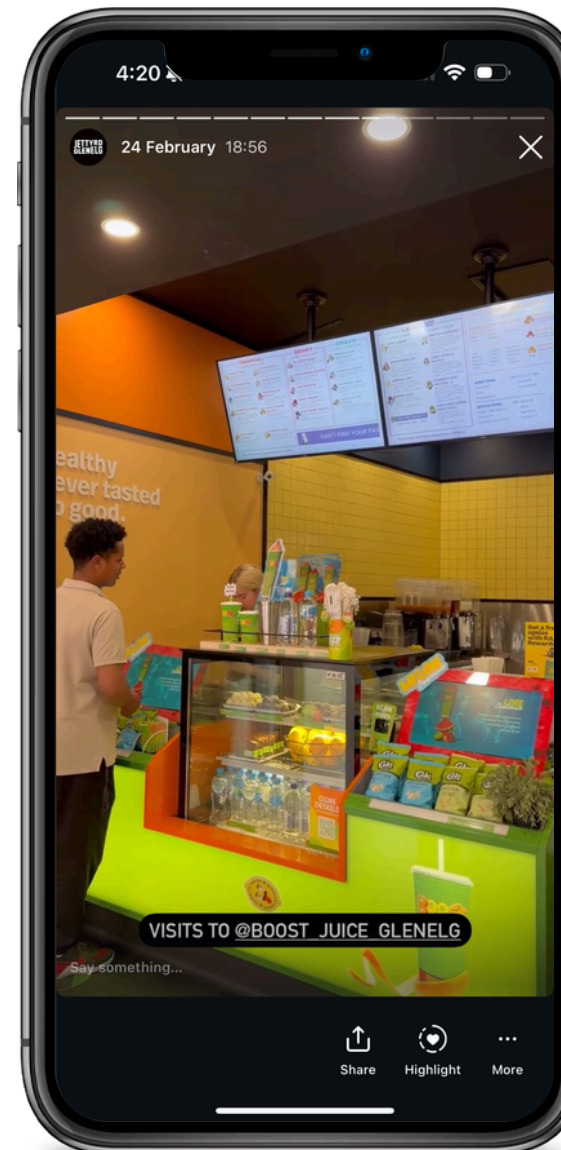


182 stories  
were shared  
in February.

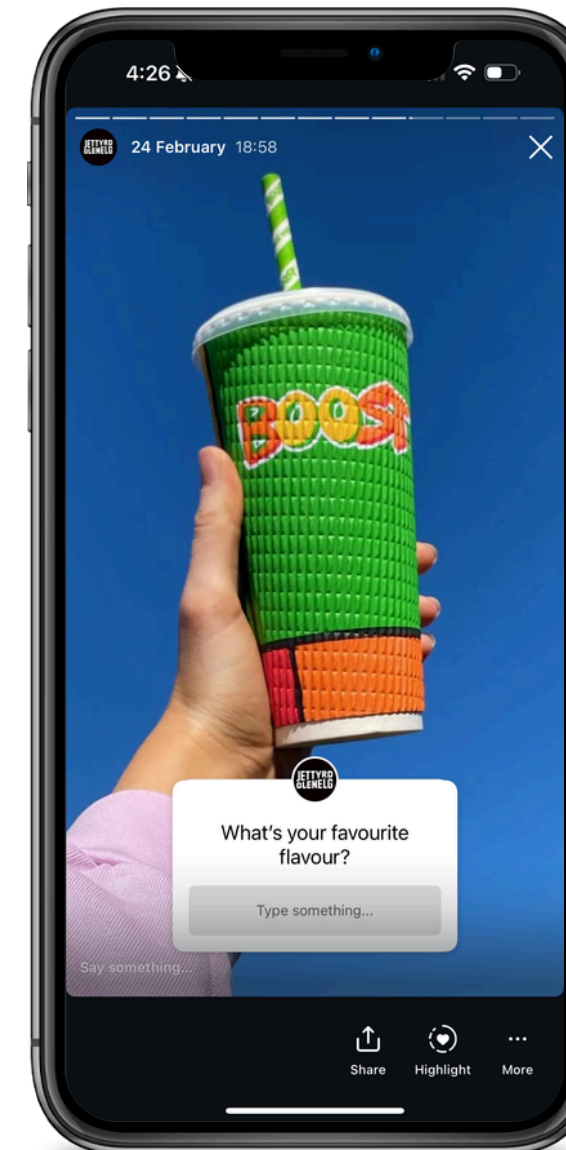
We shared 182 stories in February.

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

## Customised stories



Retailer feature



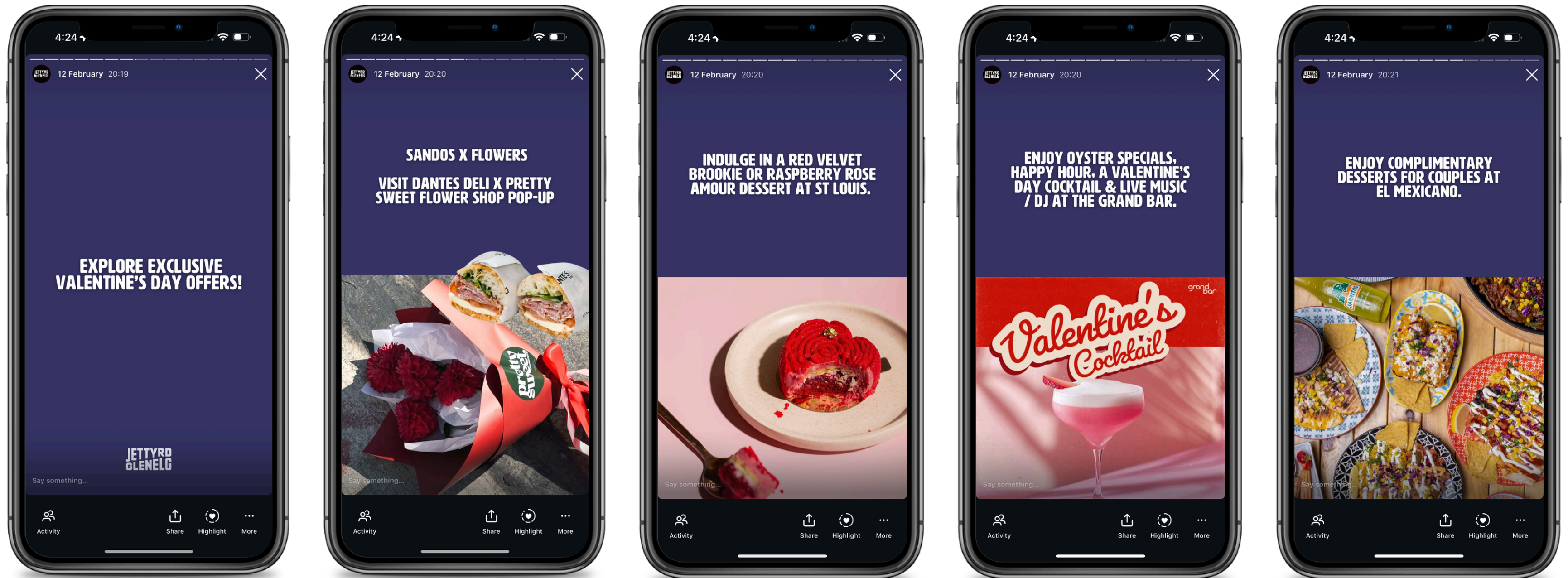
Question box to encourage user interaction



Organic story reshare from @AdelaideFoodCentral



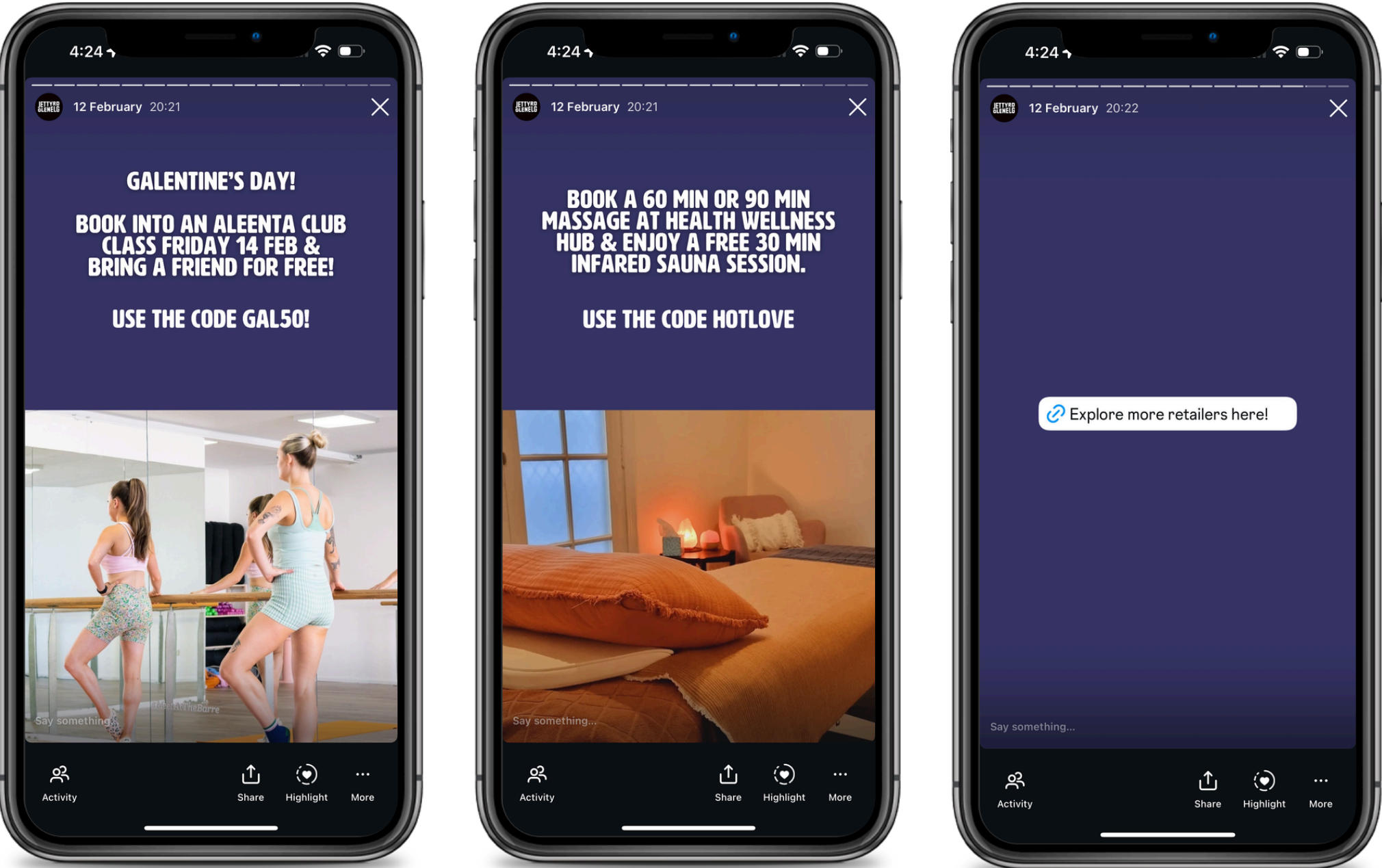
# Story Series



Valentine's Day story series



# Story Series



Valentine's Day story series [continued]

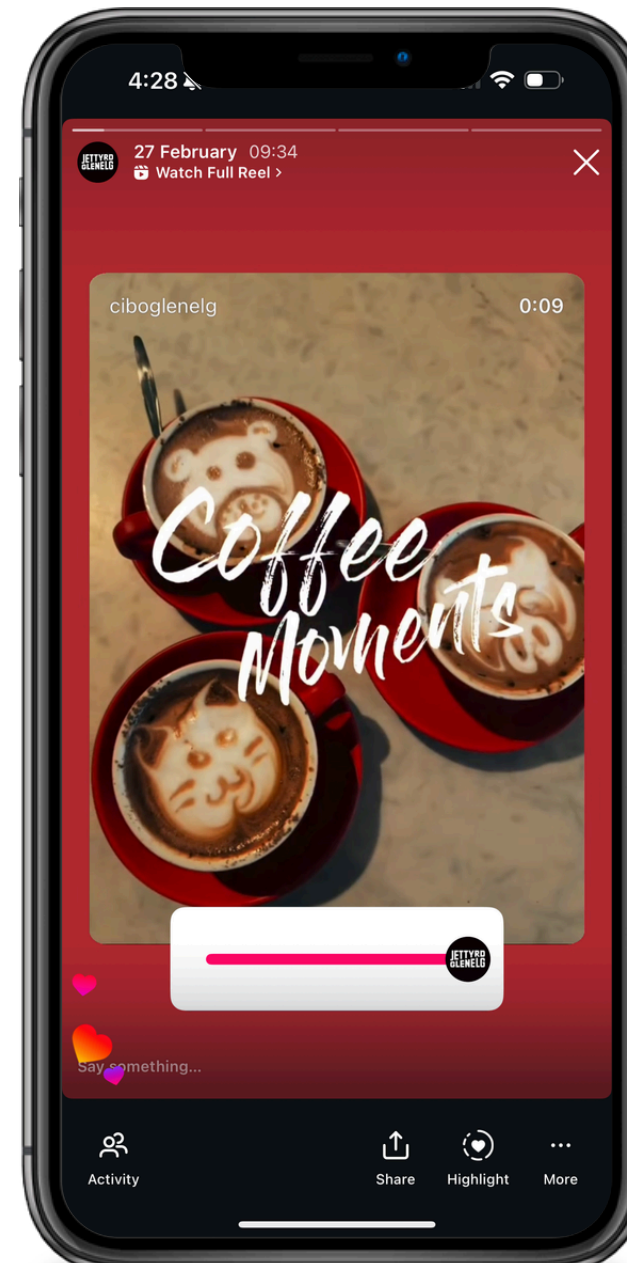
# Story Series



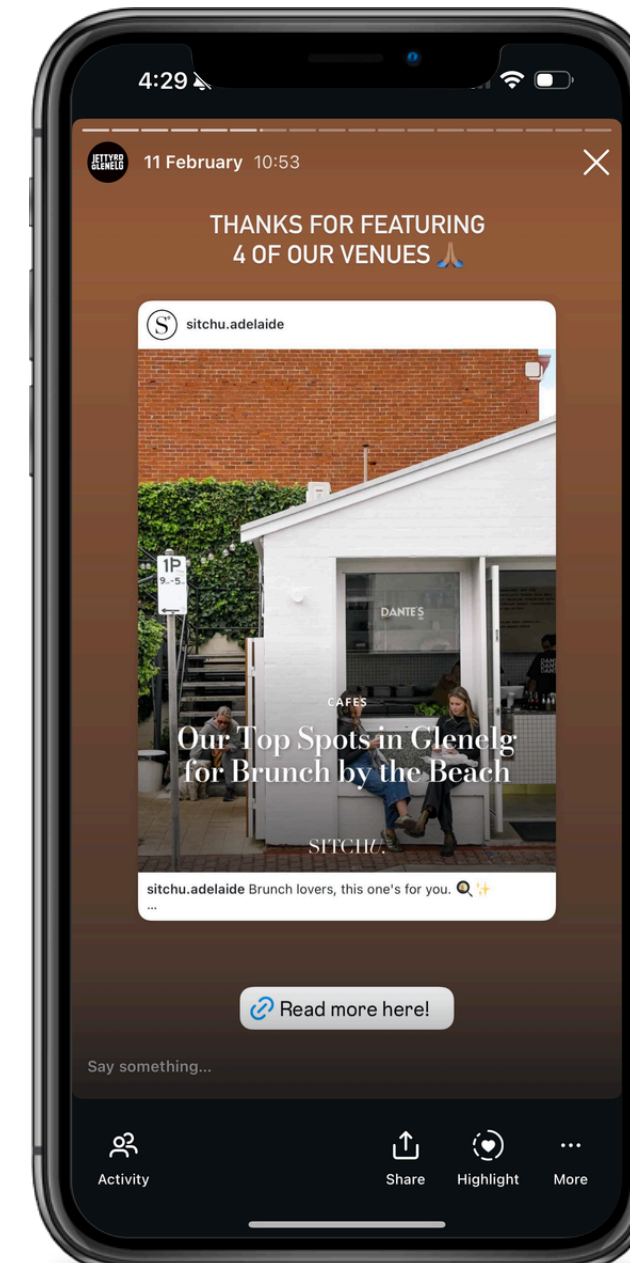
Organic story  
reshare



Poll to encourage  
engagement



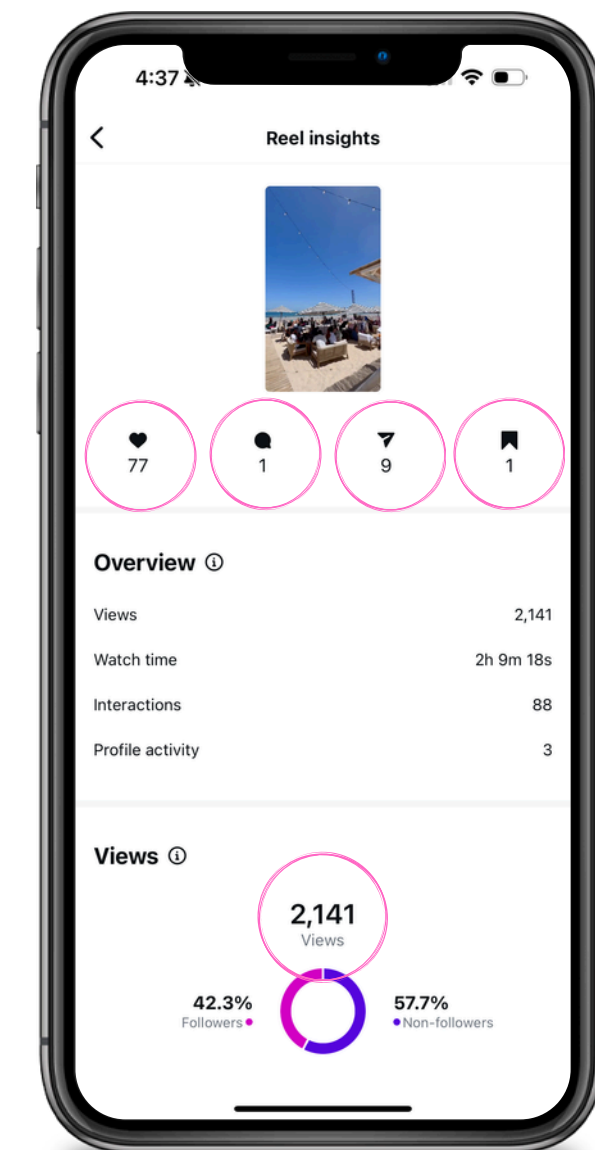
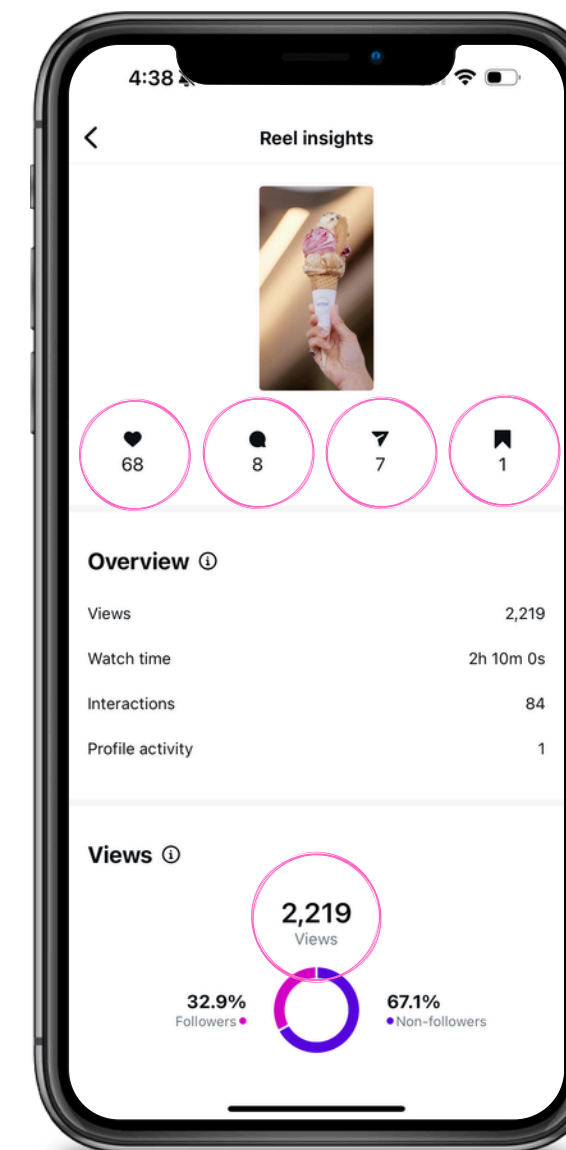
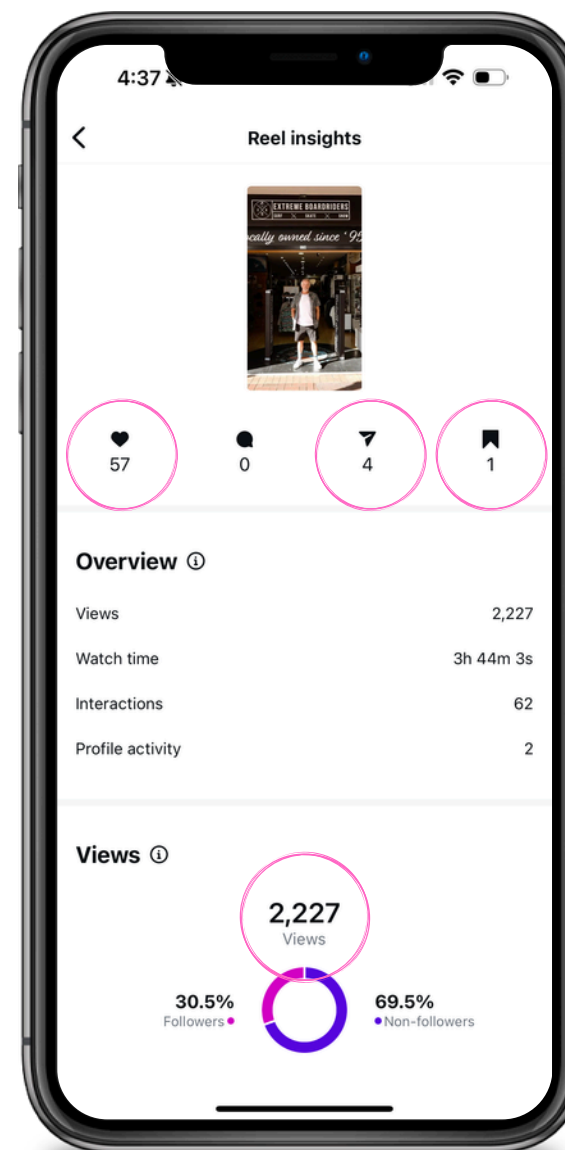
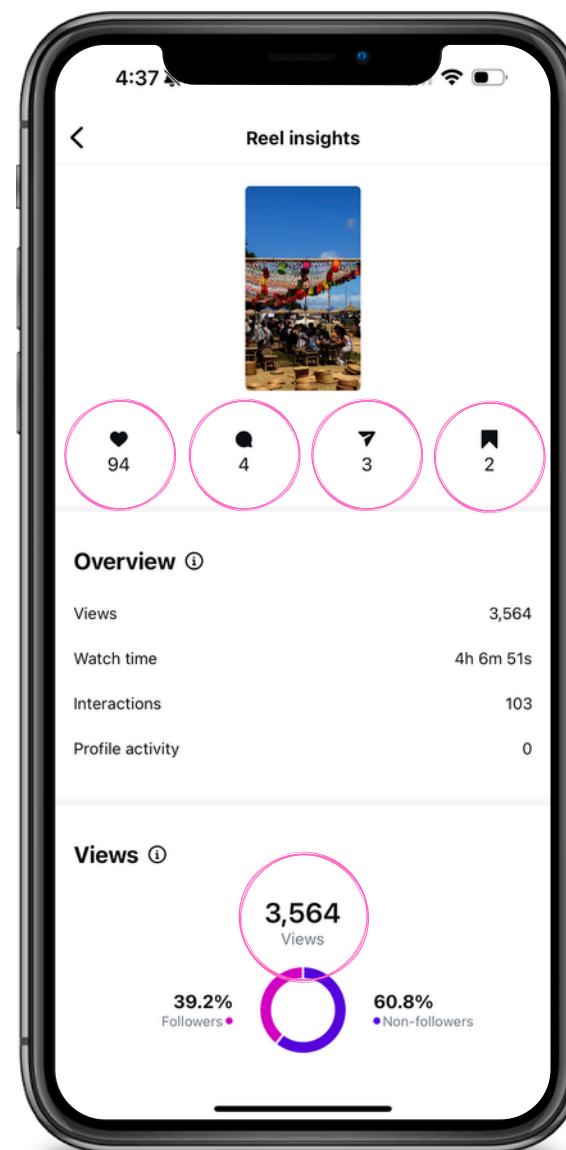
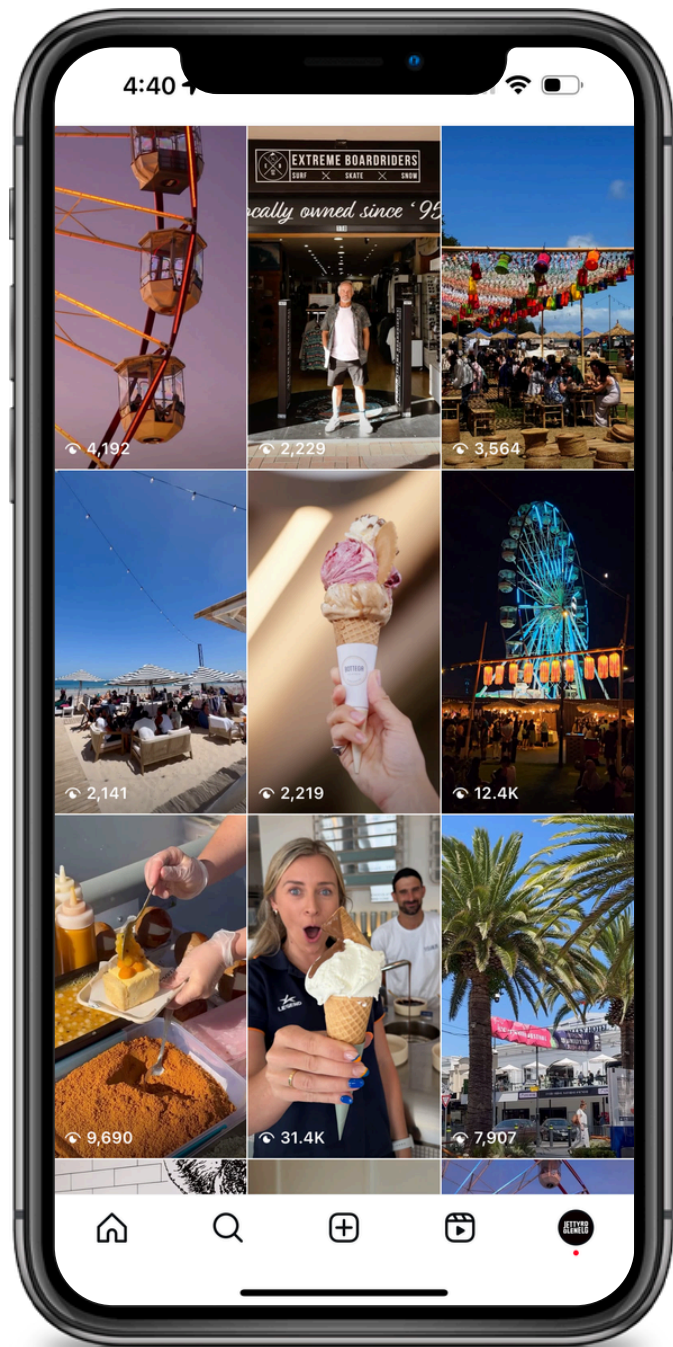
Slider to encourage  
engagement



Live link – directing users  
to SITCHU article

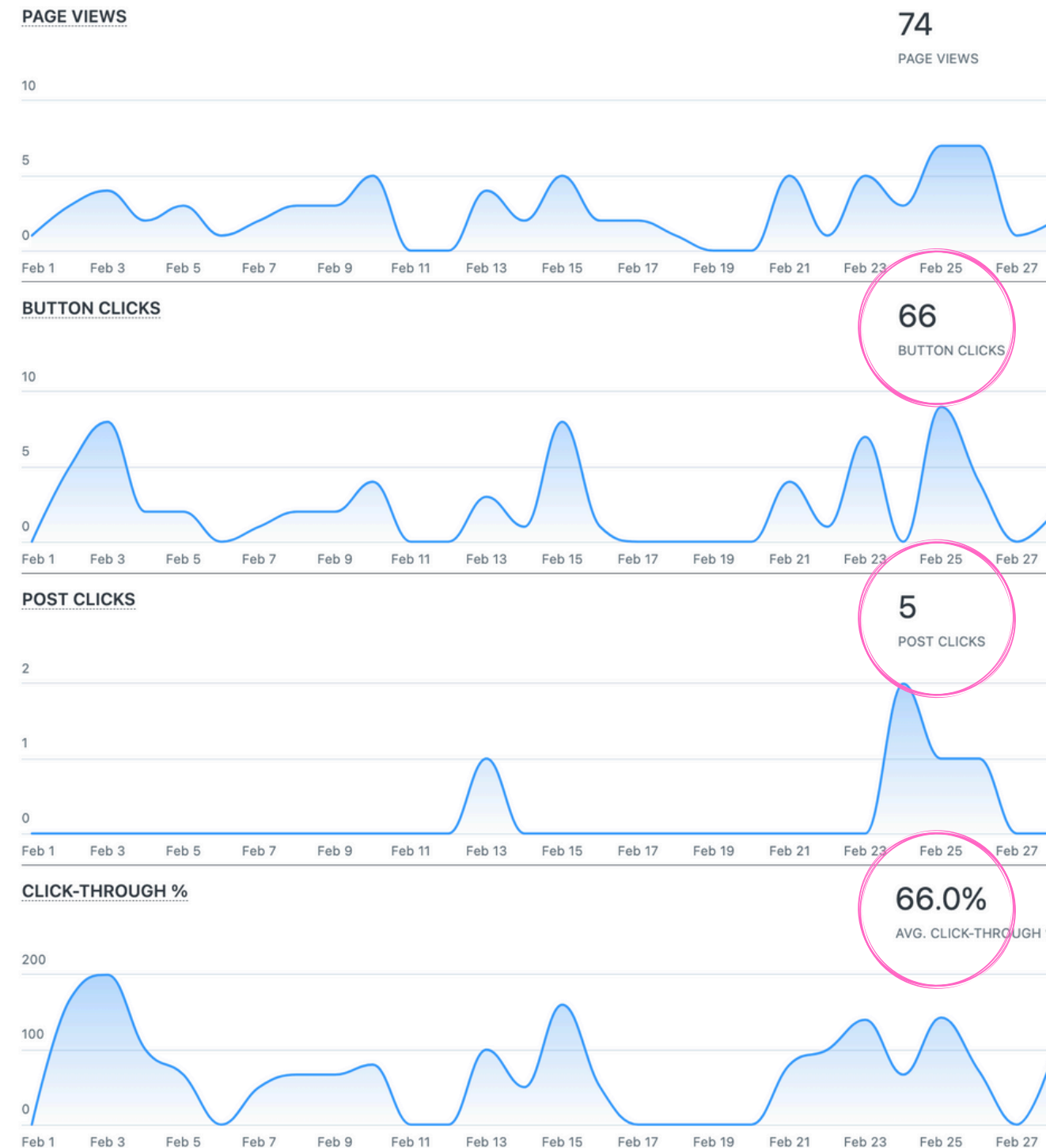


# Instagram Reels



We shared 4 reels in February. Collectively they were viewed an incredible 10,151 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 74 page views, demonstrating strong interest in the content we're sharing. Additionally, we saw 66 button clicks, showing that users are engaging well with our calls to action.

With a click-through rate of 66.0%, it's clear our content is resonating with your audience!

## Link in Bio CLICKS - February

**Events:** 37 clicks

**Blogs:** 8 clicks

**Faces of Jetty Rd:** 5 clicks

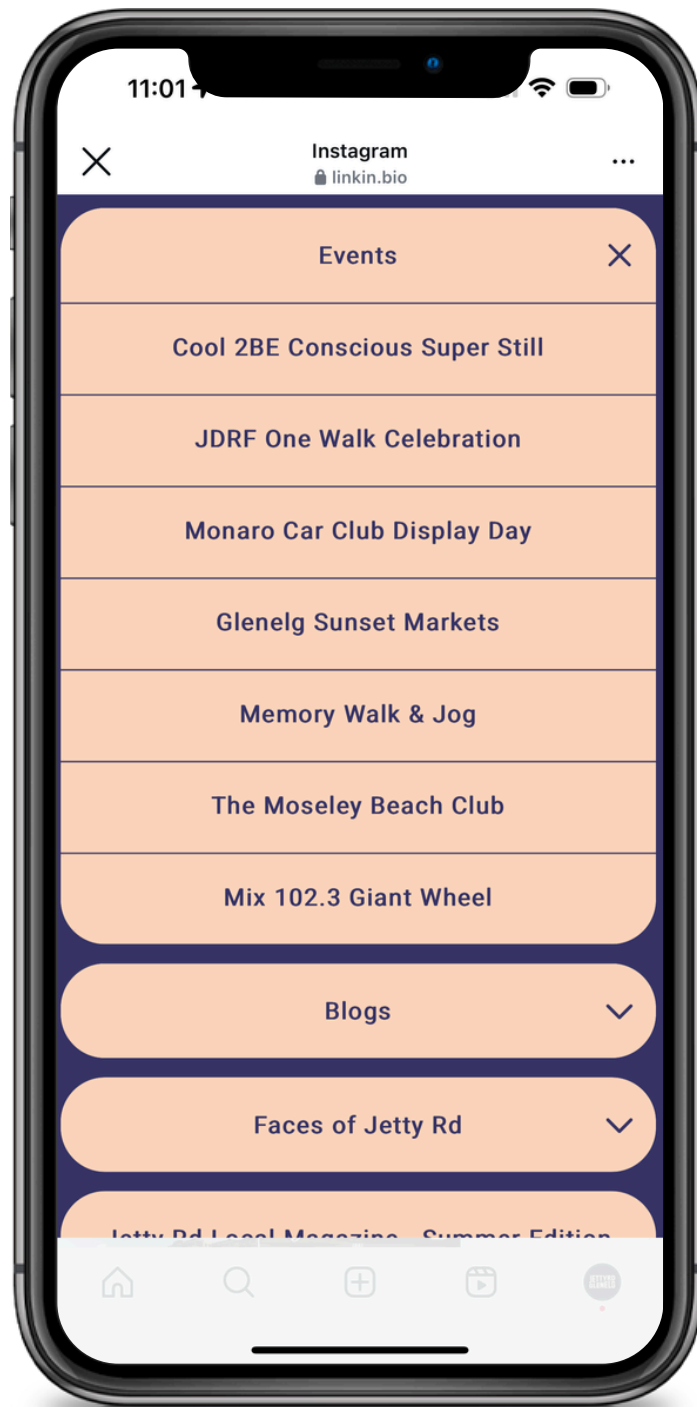
**Transforming Jetty Rd:** 1 click

**What's On:** 4 clicks

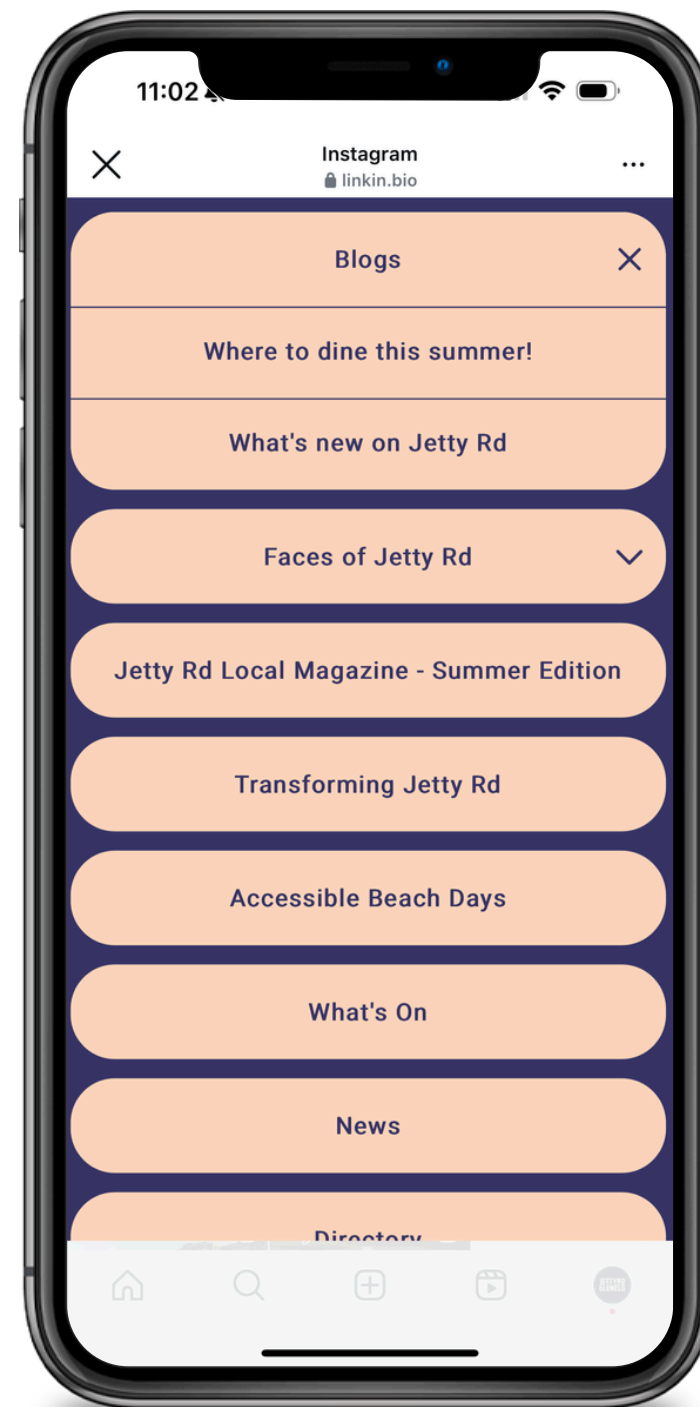
**Directory:** 2 clicks

**Website:** 3 clicks

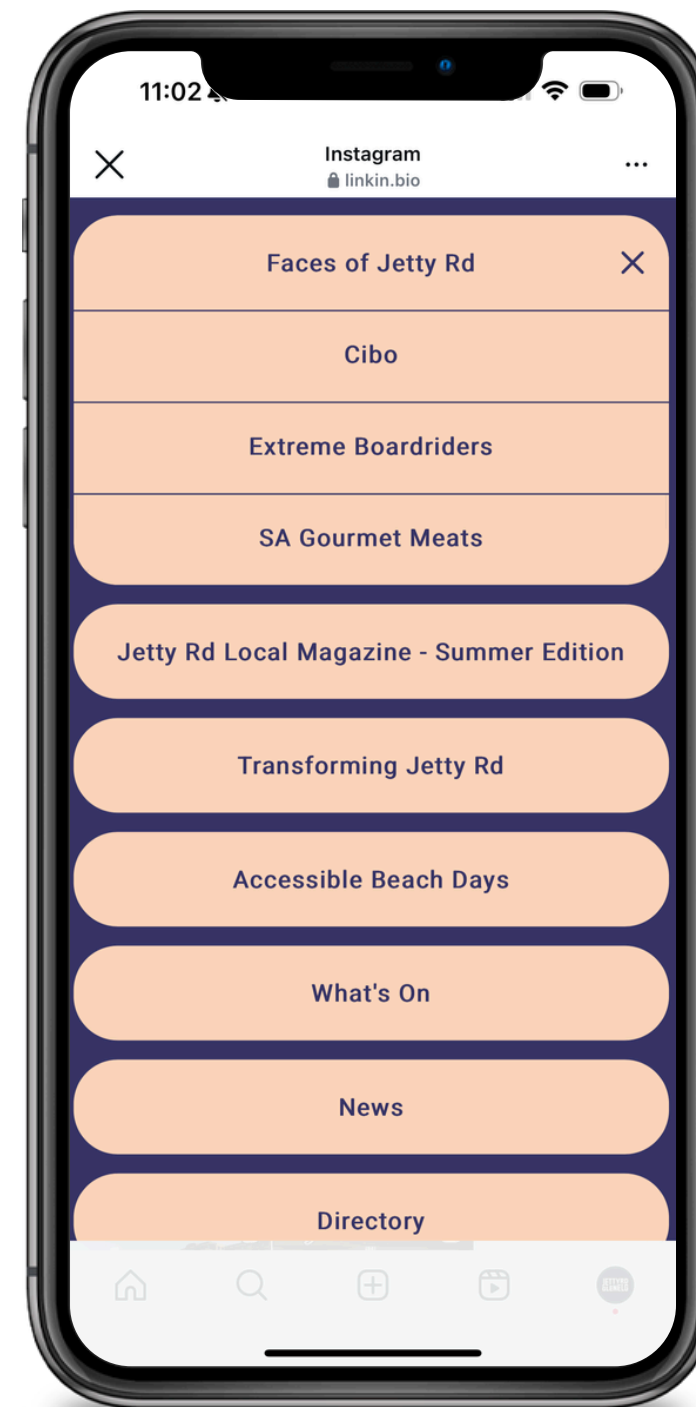
# Link in bio



Drop down featuring  
upcoming events



Drop down menu  
featuring new blogs



Drop down featuring Faces  
of Jetty Rd Campaign

# Facebook Performance

Total Page Followers  
34,501K

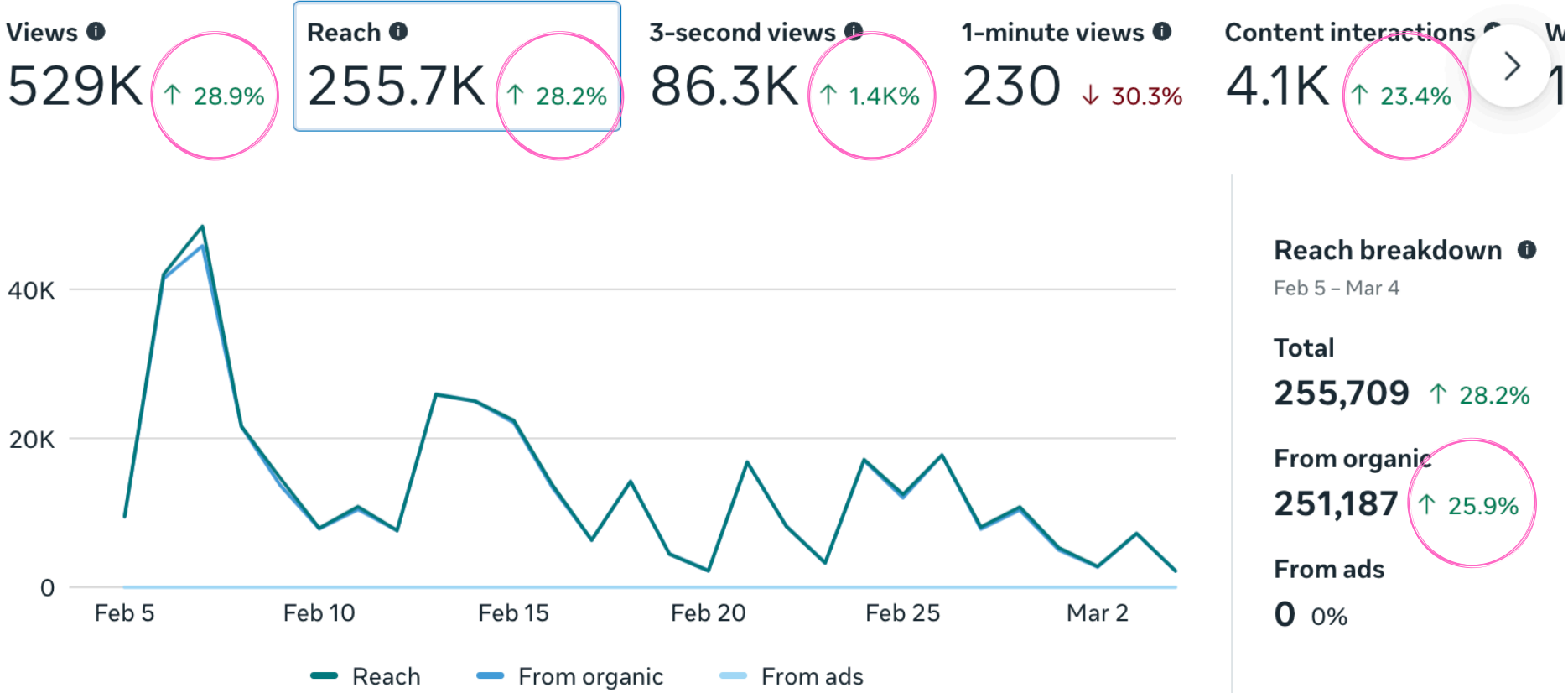
New Followers  
+521 [+105.8%]

Total 'organic' Reach  
255,709 [+28.2%]

Total Visits  
3.6K

Impressions  
454, 988

Content Interactions  
4.2K [+33.2%]



This month, Jetty Rd’s Facebook account demonstrated fantastic growth and engagement across key Facebook metrics! The facebook account welcomed an impressive 521 new followers, marking a +105.8% increase and further expanding our Facebook online community. The page achieved 4.2K content interactions [+33.2%,] highlighting the continued effectiveness of our posts in sparking audience engagement through likes, comments, and shares.

Visibility also remained high with 454,988 impressions, reinforcing audience interest and the ongoing reach of our content.

Additionally, a +28.9% increase in views brought the total to 529K, further highlighting our connection with followers and our organic reach increased by 25.9%. These positive trends highlights how well our content resonates with our community, building a promising pathway for future growth and increased audience connections!



# Top performing posts – Facebook

Jetty Road, Glenelg

Jetty Road, Glenelg is at Jetty Rd, Glenelg.

Published by Charlotte Davey


February 6 at 8:48 AM · Adelaide, SA

Immerse in the summer spirit at Asia Oasis Street Food Festival by the Sea. Indulge in traditional food, arts, entertainment and more from the 13-16 February at Jimmy Melrose Park. See you there!

Explore more here: <https://bit.ly/4gvkY4f>

South Australia Vibes...

See more



VIEWS	REACH	INTERACTION
194,760	164,015	1,370

Jetty Road, Glenelg

Jetty Road, Glenelg


Published by Charlotte Davey

February 13 at 6:24 PM

The incredible, Asia Oasis Street Food Festival arrived at Glenelg Foreshore today!

Indulge in delicious Asian street food, enjoy live music and performances, and enjoy the vibrant atmosphere all within a rustic village setting adorned with a canopy of colourful lanterns and the mesmerising view of Glenelg Beach.

Runs until Sunday 16 Feb from 11am-10pm, every day.... See more



VIEWS	REACH	INTERACTION
74,481	51,535	297

Jetty Road, Glenelg

Jetty Road, Glenelg


Published by Later

February 24 at 7:32 PM

Introducing Gather & Grounds Cafe, a new breakfast and brunch spot, serving up Asian-inspired menu items such as the Chicken Katsu Sando and Ube Taro Hotcakes.

Their menu also features speciality coffee, house sodas, Iced Strawberry Matchas, and other favourites.

This cosy cafe in Glenelg has plenty of vegan options and is pet friendly, too. ... See more



VIEWS	REACH	INTERACTION
53,886	33,643	323

Jetty Road, Glenelg

Jetty Road, Glenelg is in Glenelg, South Australia.


Published by Charlotte Davey

February 21 at 6:34 PM

Asia Oasis Street Food Festival was a true celebration of culture, community, and incredible cuisine in the heart of Glenelg, with incredible views of the beach.

Love events? Explore what's on here: <https://bit.ly/4g7mfyl>

#JettyRdGlenelg

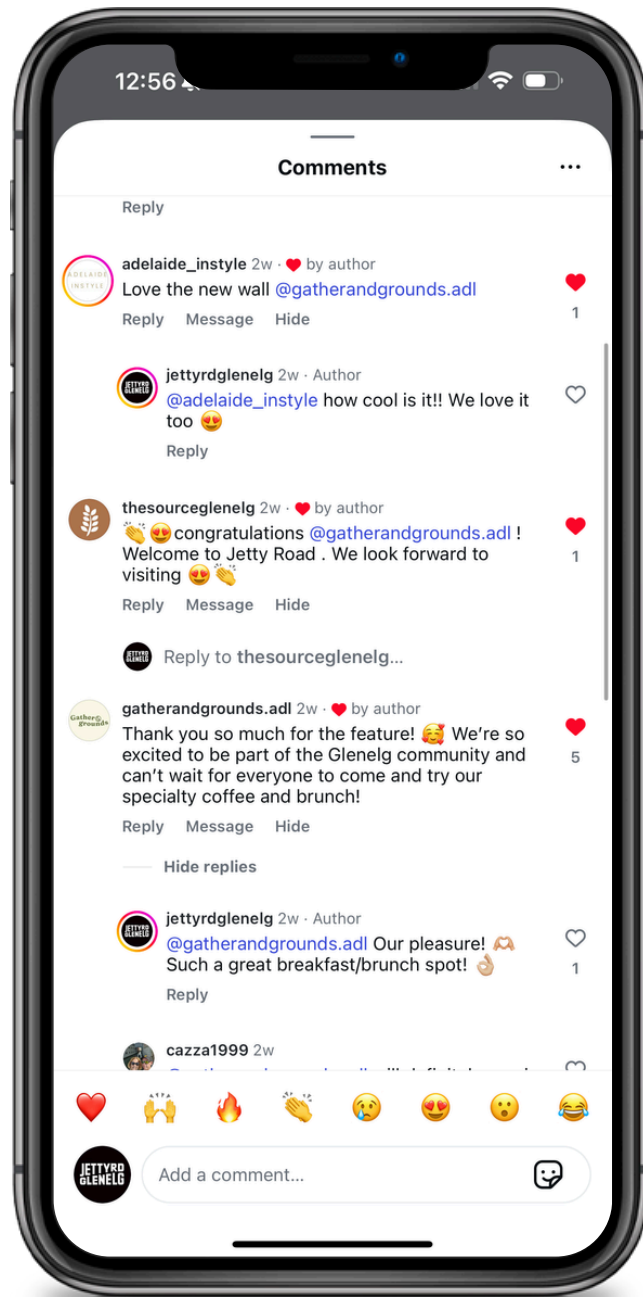


VIEWS	REACH	INTERACTION
26,957	27,626	176

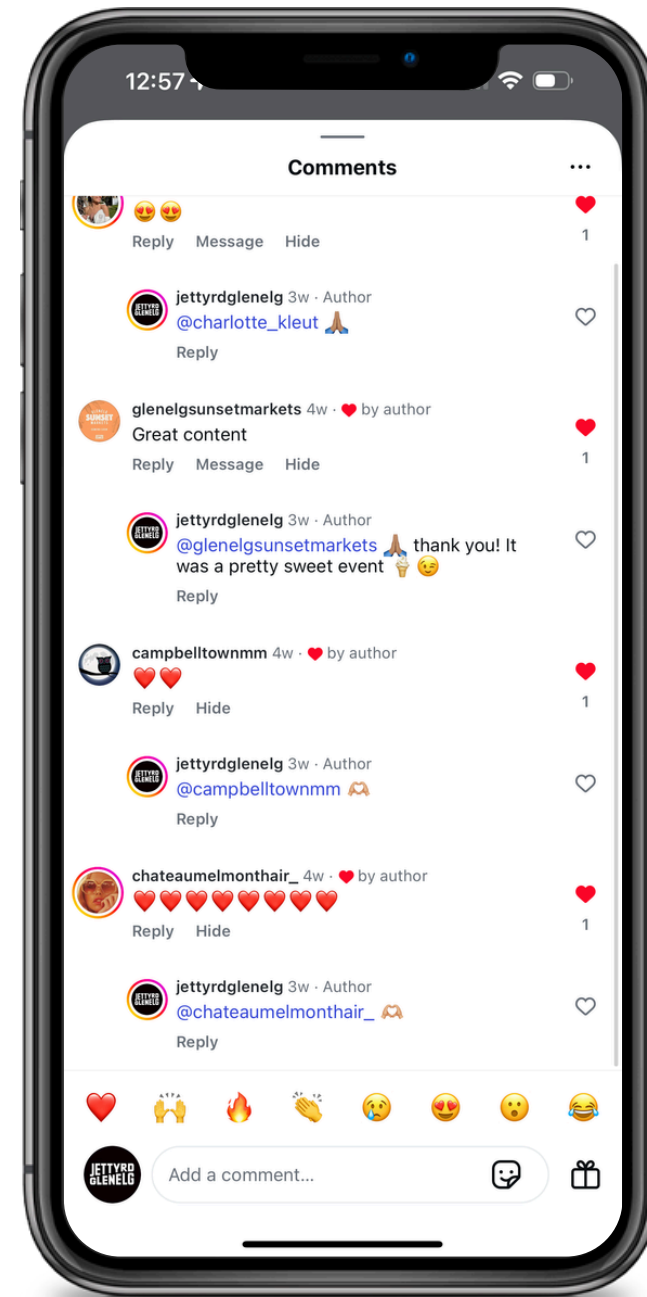
This month, our top-performing Facebook post was a reel showcasing the Asia Oasis Street Food Festival coming to Glenelg. The post sparked significant audience interest, reaching an impressive 164,015 accounts - an increase of +118,652 compared to last month's top post! It also generated 955 likes, 176 comments, and 174 shares, reinforcing the strong impact of culturally rich experiences on social media engagement. The second top-performing post was a carousel, also promoting the Asia Oasis Street Food Festival. It reached 51,535 accounts and was viewed 74,481 times, further highlighting the community's enthusiasm for events that celebrate diverse food, culture, and experiences. Cultural events perform well because they evoke excitement and a sense of connection, making them highly shareable and engaging. These events also attract a diverse audience, bringing new visitors to Jetty Rd's social platforms and increasing overall reach and interaction!



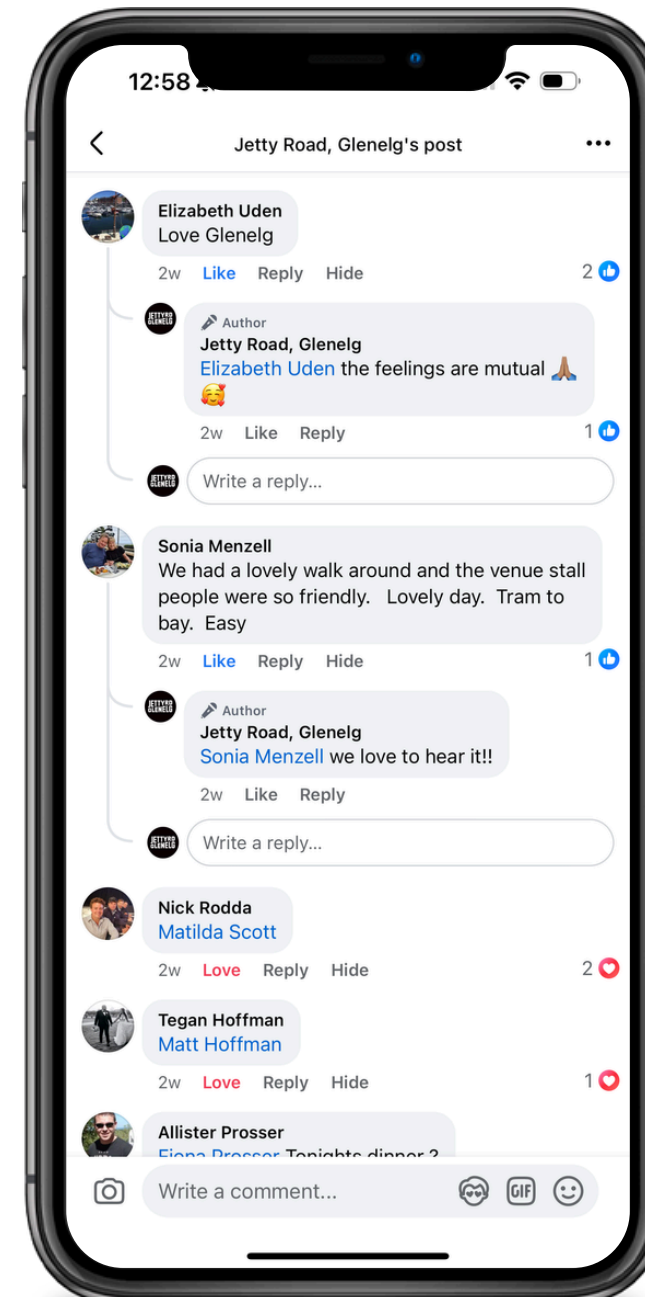
# Community Engagement



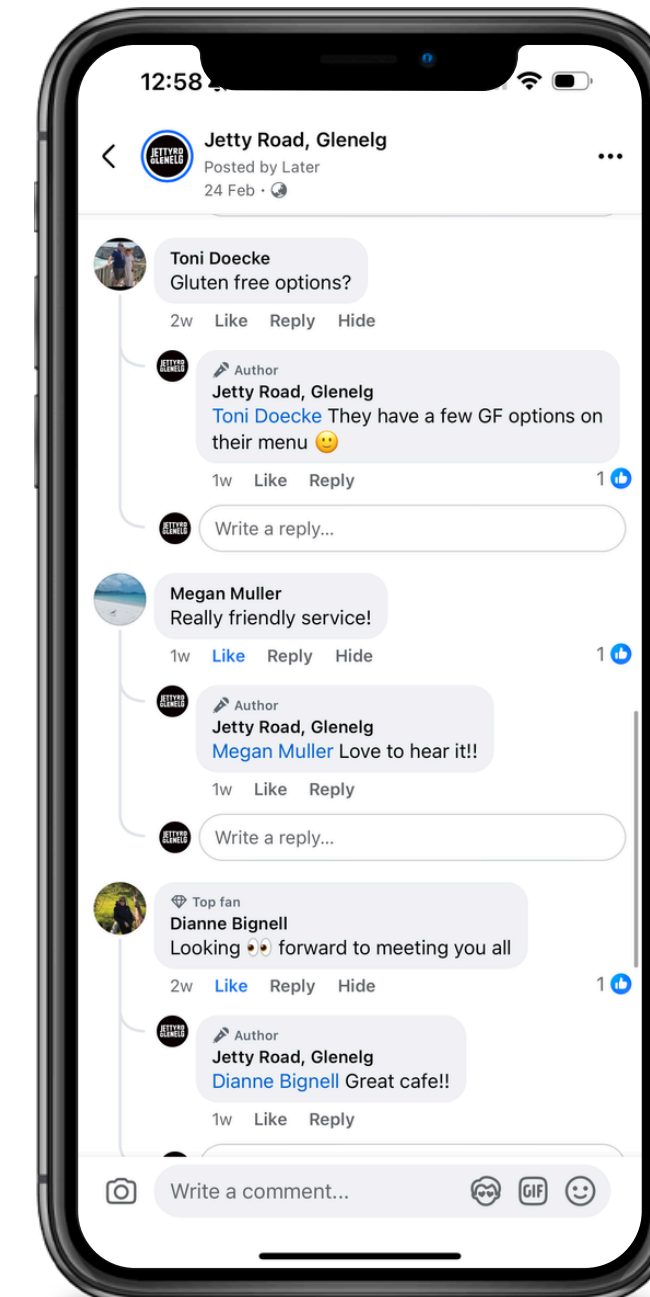
FACEBOOK



INSTAGRAM



FACEBOOK



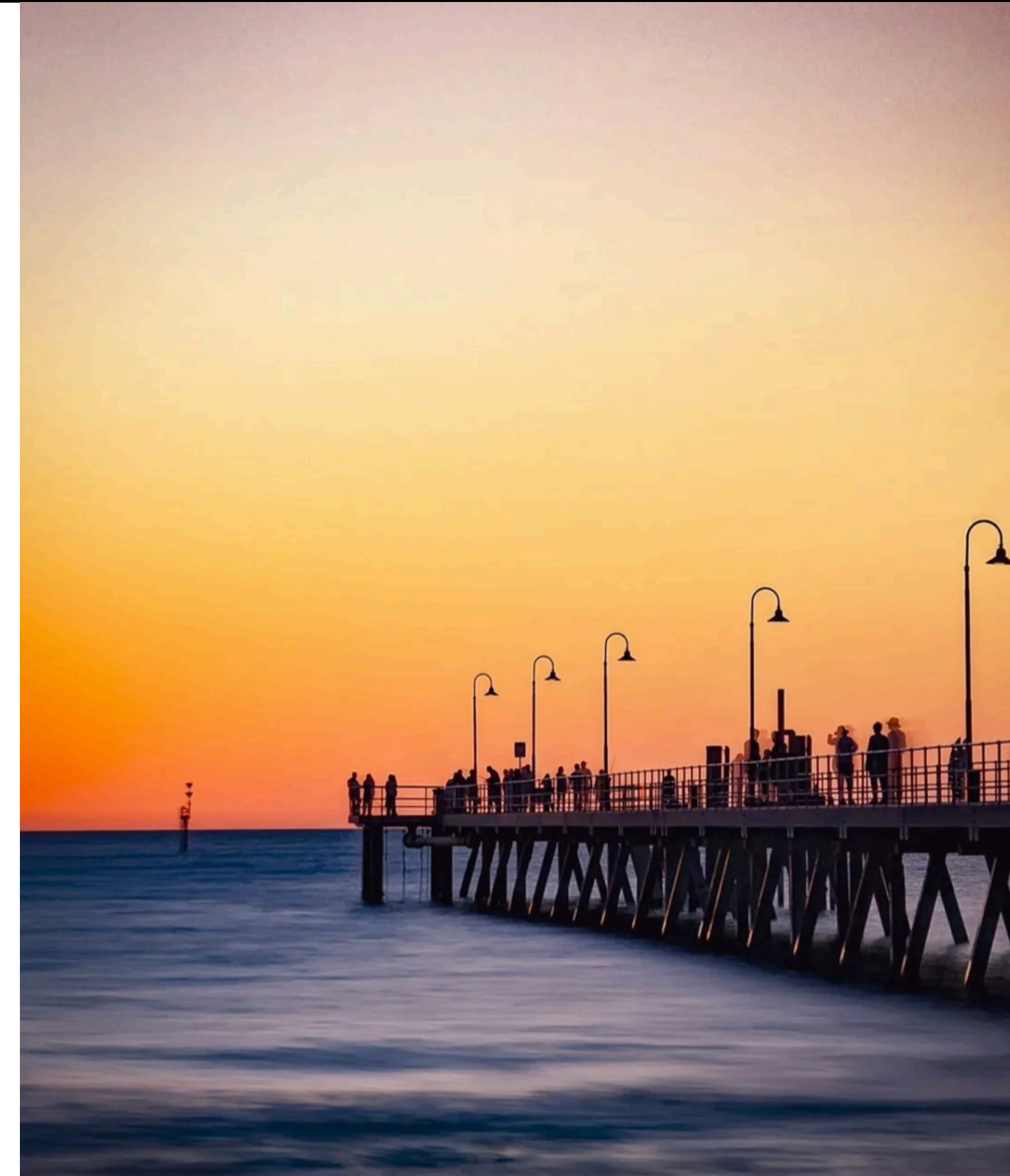
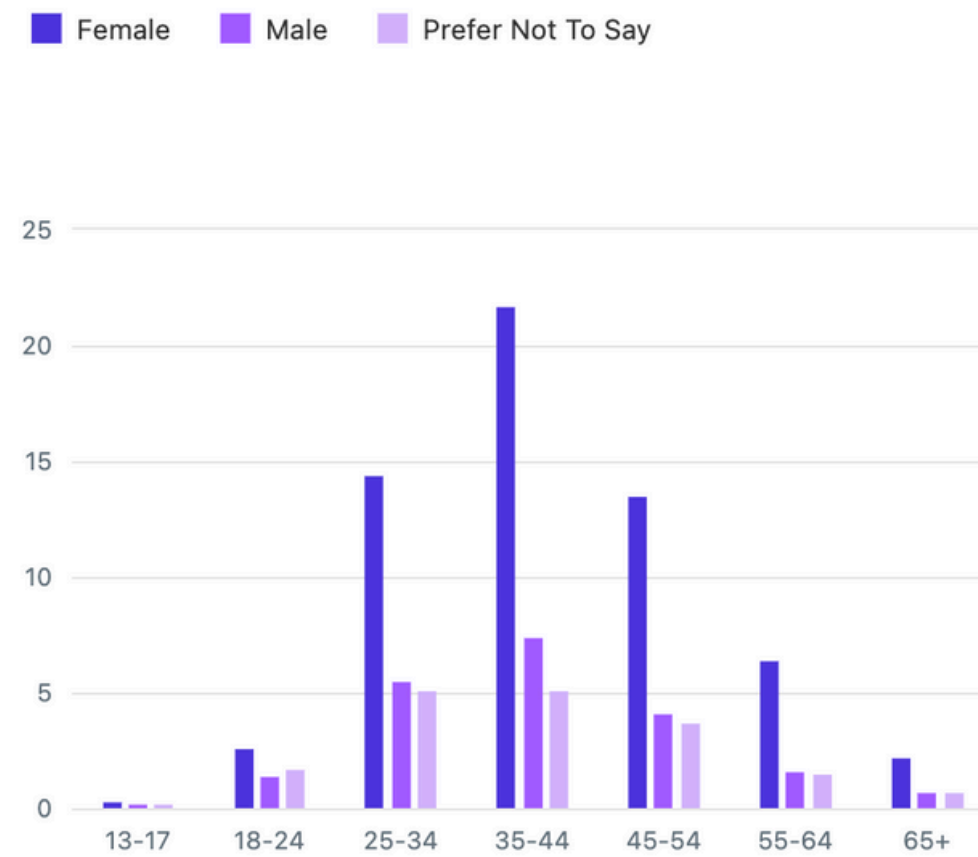
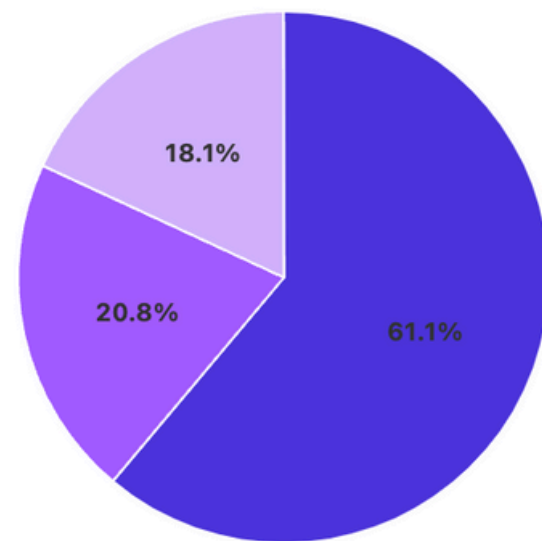
FACEBOOK

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

# Demographics

AUDIENCE BY GENDER

Female Male Prefer Not To Say



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

**Item No:** 9.3

**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

For the 2024–25 financial year the JRMCC allocated \$215,000 to support events, which was assigned and fully expended as follows:

### *Co-funded with Council*

- \$75,000 – Winter activation
- \$50,000 – Spring activation – Sea to Shore (Glenelg Seafood Festival)
- \$50,000 – Summer activation – Glenelg Ice Cream Festival

### *JRMCC Sponsored*

- \$25,000 – Glenelg Christmas Pageant

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

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

A special workshop will be held with JRMCC in April to discuss the event program, including the Winter activation, and the impacts of the Tram Grade Separation Project and Transforming Jetty Road Project. Administration is committed to incorporating JRMCC's feedback into the event program recommendations for Council consideration.

***Tram Grade Separation Project***

Adelaide Metro released information on 31 March 2025 regarding tram service changes due to the Tram Grade Separation Project which will intermittently affect weekend passenger services to Glenelg between May and August 2025.

***Closure dates:***

- From 9pm Saturday, 3 May to last service Sunday, 4 May 2025
- From first service to last service Sunday, 11 May 2025
- From 9pm Saturday, 17 May to last service Sunday, 18 May 2025
- From first service Saturday, 31 May to last service Sunday, 1 June 2025
- From 9pm Saturday, 21 June to last service Sunday, 22 June 2025
- From first service Saturday, 2 August to last service Sunday, 3 August 2025

Adelaide Metro has confirmed closure of the Glenelg line for six months between August 2025 and January 2026. City of Holdfast Bay has aligned the Transforming Jetty Road project Coast and Transition zone construction timelines with the closure.

***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:

- Electric Island (Beach concert) – Glenelg Beach, 12 April 2025
- Moseley Beach Club – Glenelg Beach, until 13 April 2025
- Glenelg Sunset Markets – Jimmy Melrose Park, 13 April 2025
- Jetty Street Easter Egg Hunt – Jimmy Melrose Park, 19-21 April 2025
- Anzac Day Dawn Service – Moseley Square, 25 April 2025

**Budget**

Allocations for identified events in the 2025-26 JPMC 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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<b>Written By:</b>	Event Lead
<b>General Manager:</b>	Community and Business, Ms M Lock