

## Jetty Road Mainstreet Committee

### NOTICE OF MEETING

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

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

**Wednesday 5 May 2021 at 6.00pm**

**Roberto Bria  
CHIEF EXECUTIVE OFFICER**



## Jetty Road Mainstreet Committee Agenda

### 1. OPENING

The Chairperson, Con Maios will declare the meeting open at 6:00pm.

### 2. APOLOGIES

2.1 Apologies received:

2.2 Absent:

### 3. DECLARATION OF INTEREST

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

### 4. CONFIRMATION OF MINUTES

#### Motion

**That the minutes of the Jetty Road Mainstreet Committee held on 7 April 2021 be taken as read and confirmed.**

### 5. QUESTIONS BY MEMBERS

5.1 Without Notice -

5.2 With Notice –

### 6. MOTIONS ON NOTICE - Nil

### 7. PRESENTATION:

An Events Update

Mr Sacha Sewell, Team Leader, Events, City of Holdfast Bay to present the Winter activations/events to be held at Glenelg that Jetty Road Mainstreet can provide financial support to.



**8. REPORTS/ITEMS OF BUSINESS**

- |     |                          |                     |
|-----|--------------------------|---------------------|
| 8.1 | Monthly Finance Report   | (Report no: 139/21) |
| 8.2 | Marketing Update         | (Report no: 140/21) |
| 8.3 | Jetty Road Events Update | (Report no: 141/21) |
| 8.4 | Jetty Road Scratch & Win | (Report no: 142/21) |

**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 2 June 2021.

**11. CLOSURE**



**ROBERTO BRIA**  
**CHIEF EXECUTIVE OFFICER**



Item No: **8.1**

Subject: **MONTHLY FINANCE REPORT**

Date: 5 May 2021

Written By: Jetty Road Mainstreet Coordinator

General Manager: Community Services, Ms M Lock

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### **SUMMARY**

The Jetty Road Mainstreet Committee December 2020 variance report is prepared by the Jetty Road Coordinator and is presented for information of the members of the Jetty Road Mainstreet Committee.

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### **RECOMMENDATION**

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

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### **COMMUNITY PLAN**

Economy: Supporting and growing local business  
Economy: Boosting our visitor economy

### **COUNCIL POLICY**

Not Applicable.

### **STATUTORY PROVISIONS**

Not Applicable.

### **BACKGROUND**

The Jetty Road Mainstreet Committee (JRMCC) has been established to undertake work to benefit the traders 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 budget each month to ensure that all expenditure and income is within approved parameters.



**REPORT**

The current 2020/21 Jetty Road Mainstreet budget is on track.

**BUDGET**

Not applicable.

**LIFE CYCLE COSTS**

There are no life cycle costs associated with this report.



# INCOME & EXPENDITURE STATEMENT 31 March 2021

	Annual Budget	YTD Budget	YTD Actuals	Variance	<u>2019/20</u>	
					Actuals 31 March	Actuals 30 June
<b>Revenue</b>						
General Rates Raised	584,446	584,446	584,449	3	578,076	578,076
Other Income	4,000	924	13,351	12,427	4,064	4,064
	<b>588,446</b>	<b>585,370</b>	<b>597,800</b>	<b>12,430</b>	<b>582,140</b>	<b>582,140</b>
<b>Expenses</b>						
Employee Costs	200,872	152,106	155,017	(2,911)	111,517	126,282
Sponsorships	5,800	5,800	-	5,800	5,764	5,764
Professional Services	6,000	3,992	-	3,992	6,206	9,084
Event Management	28,000	25,813	22,138	3,675	31,236	31,236
Marketing	195,688	119,920	94,332	25,588	94,226	132,996
Retail Strategy Implementation	20,000	14,067	480	13,587	25,633	25,633
Repairs & Maintenance	1,500	1,500	50	1,450	294	454
Food & Drink	3,250	1,726	179	1,547	3,193	4,050
Directory Board	2,500	2,500	-	2,500	-	-
Christmas Decorations	-	-	-	-	20,417	20,417
Public Art Projects	15,000	-	-	-	-	-
Lighting	60,000	25,000	25,604	(604)	-	-
Gift Card Expenditure	-	-	12,045	(12,045)	3,965	4,175
Unallocated credit card expenditure	-	-	-	-	1,316	-
<b>Christmas Pageant</b>	<b>20,000</b>	<b>20,000</b>	-	<b>20,000</b>	<b>20,000</b>	<b>20,000</b>
<b>Winter Wonderland</b>	<b>44,000</b>	<b>44,000</b>	<b>43,208</b>	<b>792</b>	<b>66,217</b>	<b>66,389</b>
<b>Tour Down Under</b>	<b>50,000</b>	<b>50,000</b>	-	<b>50,000</b>	<b>42,406</b>	<b>42,527</b>
<b>October Street Party</b>	<b>30,000</b>	<b>30,000</b>	-	<b>30,000</b>	<b>30,931</b>	<b>30,931</b>
<b>Winter Activation</b>	-	-	-	-	<b>23,209</b>	<b>23,209</b>
	<b>682,610</b>	<b>496,424</b>	<b>353,053</b>	<b>143,371</b>	<b>486,530</b>	<b>543,147</b>
<b>Net Profit/(Loss)*</b>	<b>(94,164)</b>	<b>88,946</b>	<b>244,747</b>	<b>155,801</b>	<b>95,610</b>	<b>38,993</b>

\*Annual Budget includes carry forward amount from 2019/20 of \$94,164



**Marketing - Breakdown**

	Actual	Budget
Digital Marketing	34,476	
Radio	-	
Television	-	
Outdoor Signage	16,575	
Print Media	41,897	
Promotional Collateral	1,383	
Contingency Budget		
	<b><u>94,332</u></b>	<b><u>195,688</u></b>



**226 - Glenelg Mainstreet**

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
200 - Salaries	172,824	0	172,824	128,289	135,188	(6,900)	0	135,188	37,636
249 - Wages - Overtime	5,500	0	5,500	5,500	2,390	3,111	0	2,390	3,111
250 - Salaries Superannuation	16,419	0	16,419	12,188	12,843	(655)	0	12,843	3,576
283 - Sponsorships	5,800	0	5,800	5,800	0	5,800	0	0	5,800
301 - Professional Services	6,000	0	6,000	3,992	0	3,992	0	0	6,000
308 - Public Art Projects	15,000	0	15,000	0	0	0	0	0	15,000
310 - Project/Event Management	28,000	0	28,000	25,813	22,138	3,695	0	22,118	5,882
31D - Retail Strategy Implementation	20,000	0	20,000	14,067	480	13,587	0	480	19,520
415 - Food and Drink	2,250	0	2,250	921	119	802	0	119	2,131
41F - Food, Drink, Entertainment (FBT Applicable)	1,000	0	1,000	805	60	745	0	60	940
423 - Repairs and Maintenance - General Materials	1,500	0	1,500	1,500	50	1,500	0	0	1,500
433 - Marketing - Promotion & Familiarisation	196,524	0	196,524	119,920	94,332	25,588	0	94,332	102,192
438 - Directory Board	2,500	0	2,500	2,500	0	2,500	0	0	2,500
449 - Lighting	60,000	0	60,000	0	25,604	(25,604)	0	25,604	34,396
817 - Insurance - Workers Compensation - Sals	6,129	0	6,129	6,129	4,596	1,533	0	4,596	1,533
898 - Credit Card Expenditure yet to be Allocated	0	0	0	0	0	0	0	0	0
89A - Carry Forward Budget	(95,000)	94,164	(836)	94,164	0	94,164	0	0	(836)
8GC - Gift Card Expenditure	0	0	0	0	12,045	(12,045)	0	12,045	(12,045)
900 - Miscellaneous Income	0	0	0	0	(21)	21	0	(21)	21
910 - Ticket Sales	0	0	0	0	0	0	0	0	0
966 - General Rates Raised	(584,446)	0	(584,446)	(584,446)	(584,449)	3	0	(584,449)	3
974 - Sales - Other and Promotional Items	(4,000)	0	(4,000)	(924)	(11,280)	10,356	0	(11,280)	7,280
9GC - Gift Card Revenue	0	0	0	0	(2,050)	2,050	0	(2,050)	2,050
	<b>(144,000)</b>	<b>94,164</b>	<b>(49,836)</b>	<b>(163,783)</b>	<b>(287,955)</b>	<b>124,242</b>	<b>0</b>	<b>(288,025)</b>	<b>238,189</b>



J01 - Christmas Pageant - Jetty Road Contribution

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
806 - Donations	20,000	0	20,000	20,000	0	20,000	0	0	20,000
	20,000	0	20,000	20,000	0	20,000	0	0	20,000



**J02 - Winter Wonderland - Jetty Road Contribution (50% of Budget)**

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
205 - Wages	0	0	0	0	34	(34)	0	34	(34)
249 - Wages - Overtime	0	0	0	0	199	(199)	0	199	(199)
301 - Professional Services	108,000	0	108,000	108,000	61,505	46,495	0	61,505	46,495
310 - Project/Event Management	2,000	0	2,000	2,000	200	1,800	0	200	1,800
326 - Security Services - General	11,330	0	11,330	11,330	10,687	643	0	10,687	643
433 - Marketing - Promotion & Familiarisation	19,000	0	19,000	19,000	1,003	17,997	0	1,003	17,997
492 - Web Sites Updates	170	0	170	170	0	170	0	0	170
910 - Ticket Sales	(94,000)	0	(94,000)	(94,000)	(30,420)	(63,580)	0	(30,420)	(63,580)
944 - Sponsorship Income	(2,500)	0	(2,500)	(2,500)	0	(2,500)	0	0	(2,500)
	<b>44,000</b>	<b>0</b>	<b>44,000</b>	<b>44,000</b>	<b>43,208</b>	<b>792</b>	<b>0</b>	<b>43,208</b>	<b>792</b>



J03 - Tour Down Under - Jetty Road Contribution

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
205 - Wages	600	0	600	600	0	600	0	0	600
249 - Wages - Overtime	5,000	0	5,000	5,000	0	5,000	0	0	5,000
312 - Hire Companies	9,000	0	9,000	9,000	0	9,000	0	0	9,000
433 - Marketing - Promotion & Familiarisation	8,000	0	8,000	8,000	0	8,000	0	0	8,000
800 - Other Expenditure	19,400	0	19,400	19,400	0	19,400	0	0	19,400
835 - Entertainment/Special Occasions	8,000	0	8,000	8,000	0	8,000	0	0	8,000
	50,000	0	50,000	50,000	0	50,000	0	0	50,000



J04 - October Street Party

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
310 - Project/Event Management	3,000	0	3,000	3,000	0	3,000	0	0	3,000
433 - Marketing - Promotion & Familiarisation	27,000	0	27,000	27,000	0	27,000	0	0	27,000
	30,000	0	30,000	30,000	0	30,000	0	0	30,000



Item No: **8.2**

Subject: **MARKETING UPDATE**

Date: 5 May 2021

Written By: Jetty Road Mainstreet Coordinator

General Manager: Community Services, Ms M Lock

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## **SUMMARY**

The report provides an update on the marketing initiatives undertaken by the Jetty Road Mainstreet Committee 2020/21 Marketing Plan and initiatives aligned to the delivery of the Jetty Road Glenelg Retail Strategy 2018-2022.

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## **RECOMMENDATION**

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

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## **COMMUNITY PLAN**

Economy: Supporting and growing local business  
Economy: Boosting our visitor economy

## **COUNCIL POLICY**

Not Applicable.

## **STATUTORY PROVISIONS**

Not Applicable.

## **BACKGROUND**

The Jetty Road Development Coordinator is responsible for implementing initiatives on behalf of the Jetty Road Mainstreet Committee in alignment with the 2020/21 Jetty Road Marketing Plan.

## **REPORT**

### **Winter Magazine**

The winter edition of the Jetty Road LOCAL Magazine has been completed and distribution of the magazine will commence from Wednesday 12 May. This is the 5th edition of the Jetty Road LOCAL magazine and with its increased popularity this edition will see 30,000 copies printed and distributed. Advertising in the winter magazine sold out and the magazine features 20 winter warmer discount vouchers.



### Jetty Road on Show

A series of events and promotions showcasing the Jetty Road precinct encouraging both local and external spend and visitation within precinct. Aligned with the 'Winter Activation', Jetty Road traders will have the opportunity to host and run tailored events and experiences suitable for all ages. The JRDC is collaborating with Council's Creative Services and Digital Engagement team to discuss artwork and the promotional pitch. Artwork will be created within coming weeks.

### Jetty Road Blog

The monthly Jetty Road consumer newsletter was emailed to over 2,200 subscribers on Wednesday 7 April. This edition was based around April school holiday activities happening on and around Jetty Road, Glenelg. Prior to this EDM being circulated there was 4 Radicool Reptile session sold out, within five days the EDM being circulated, all 16 sessions were sold out.

### Campaign Stats

	Jetty Road – this campaign	Jetty Road – average	Peers - average
<b>Open rate</b>	30.3%	30.3%	27.7%
<b>Click Rate</b>	3%	3.3%	3.7%
<b>Unsubscribe</b>	0.4%	0.8%	0.2%

### Jetty Road Blog Subscription Drive

A competition running across Jetty Road socials commenced the week beginning 26 May to encourage and incentivise followers to sign up to the Jetty Road monthly consumer blog. The prize on offer is a \$250 Jetty Road, Glenelg gift card.

### Jetty Road Tree Lighting

With the positive community feedback in regards to the Moseley Square fairy lights, the application to SA Power Networks has commenced to obtain permission to install fairy lights on the 38 trees along Jetty Road.

### Jetty Road Street Banners

The Jetty Road street banners are due to be updated. With the privatisation of the running of the rail network, meetings have commenced with Torrens Connect. An application to terminate the tram at Brighton Road and shutting off the power along Jetty Road during the installation of the new banners has been submitted with proposed installation date to be late May/early June 2021.

### Social Media

The Jetty Road Glenelg, Social Media reporting for Facebook and Instagram are reflected for the period of 21 February to 20 March 2021.

The messaging through this period continues to promote school holiday activities and traders within the Jetty Road, Glenelg precinct.



## Facebook

	21 January – 20 February	21 February – 20 March	21 March – 20 April
<b>Fans</b>	28,626 ↑	28,648 ↑	29,428 ↑
<b>Posts</b>	29 ↓	17 ↓	31 ↑
<b>Post engagement</b>	1.78k ↓ Reactions 1.52K Comments 171 Shares 87	1.17k ↓ Reactions 917 Comments 162 Shares 86	1.60k ↑ Reactions 1.36k Comments 161 Shares 112

Best performing posts of community engagement through 21 March to 20 April 2021.

13 April 764 engagement	21 March 355 engagement	30 March 326 engagement
		

Best performing posts for reach through 21 March to 20 April 2021.

13 April 8k reached	21 March 5k reached	7 April 3.8k reached
		


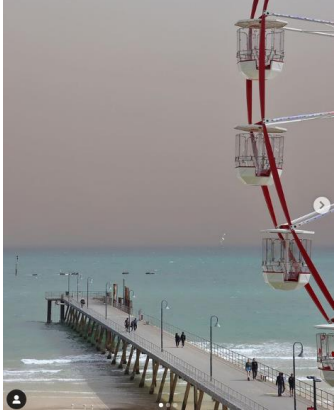

## Instagram

	21 January – 20 February	21 January – 20 February	21 March – 20 April
<b>Followers</b>	17.9k ↑	18.2k ↑	18.4k ↑
<b>Posts</b>	32 ↓	24 ↓	27 ↑
<b>Interaction</b>	12.2k ↓	10.1k ↓	7.9k ↓
<b>Reached</b>	44.5k ↓	47.6k ↑	23.5k ↓



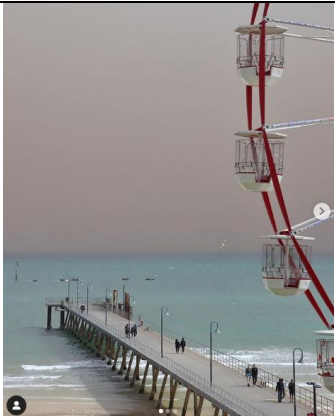


<b>Comments</b>	3.7k ↑	1.6k ↑	1.5k ↓
<b>Stories</b>	457 ↓	362 ↓	346 ↓

Best performing posts for community engagement through 21 March to 20 April 2021.

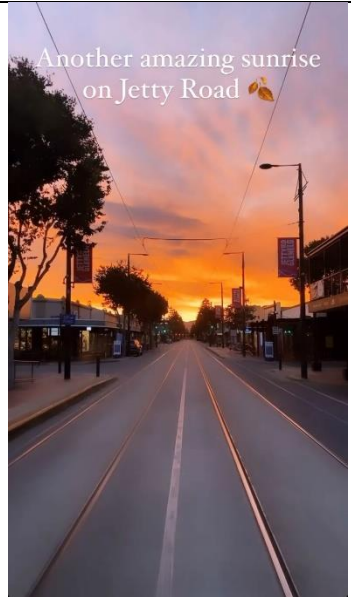

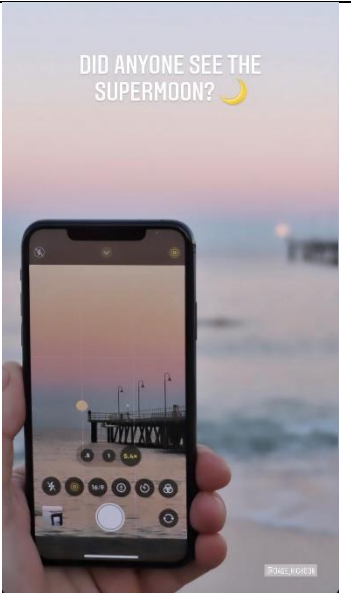
25 March – 1.5k engagement	13 April – 839 engagement	30 March - 811 engagement
 <p>WIN AN EASTER HAMPER FROM BRACEGIRDLES 🍫🍫</p> <p>Thanks to local favourite <a href="#">@Bracegirdles</a> we have an amazing Easter hamper to give away.</p> <p>The hamper is, pardon the pun, choc full of treats and all hand made by the famous SA chocolatiers.</p> <p>To be in the running, tag a friend or family member you'd share it with. Maybe even someone you wouldn't trust with it, and make sure you're both following <a href="#">@jettyrdglenelg</a> and <a href="#">@bracegirdles</a>.</p> <p>If you want to increase your chances to win, get those friends to enter as well.</p> <p>You can also enter as many times as you like so get tagging!</p> <p>For more information on Bracegirdles amazing Easter range of chocolate and to order online check the link in our bio 🌐</p>	 <p>What an interesting day!!!</p> <p>Keep swiping to see today's dust storm consume the Bay 🌪️</p>	 <p>How's some of the dawn scenes in the Bay this week?</p> <p>Moon will be out again tonight 🌙</p>



Best performing posts for reach through 21 March to 20 April 2021.

13 April – 7.6k reach	28 March – 12.8k reach	1 April – 6.5k reach
 <p>What an interesting day!!!</p> <p>Keep swiping to see today's dust storm consume the Bay 🌪️</p>	 <p>Along with the sensational weather forecast, there's a big week ahead in the Bay with Easter coming up next weekend.</p> <p>Stay up to date by checking our stories and make sure you tag us in your favourite pics!</p>	 <p>Glenelg is definitely the place to be this weekend with an amazing Easter forecast ahead.</p> <p>Our bars and cafes will be open all weekend and many retailers as well.</p> <p>Add in summer-like temperatures and it's a recipe for an amazing long weekend in the Bay.</p>

Best performing stories for reach through 21 March to 20 April 2021.

1.4k reached	1.3k reached	1.3k reached
		

## Website

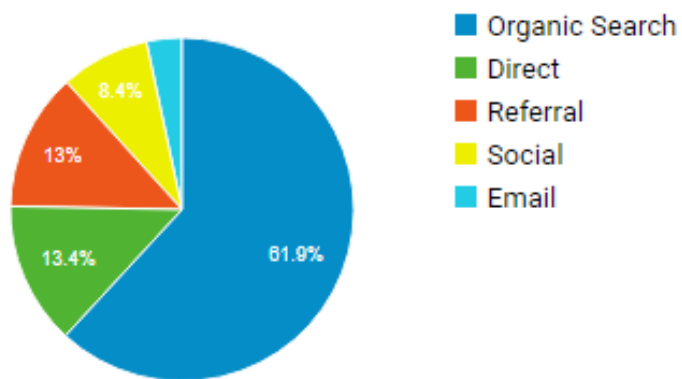
Current website stats (21 March to 20 April 2021):

- 2.8k users
- 98% of users were new users
- 3.1k sessions
- 58% bounce rate

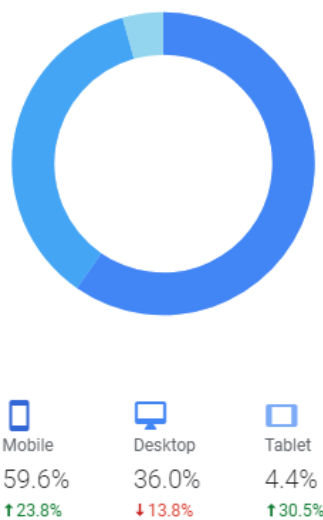


How users are getting to the website:

### Top Channels



### Sessions by device



Page	Pageviews
/	1,697
/stores-services/jetty-road-tattoo-studio	347
/visit/parking	267
/stores-services/restaurants-cafes-bars	254
/directory/stores-services	232
/directory	210
/whats-on	176
/stores-services/fashion	168
/news/jetty-road-glene...these-school-holidays	150
/about	141

### BUDGET

The JRMCM have \$196,524 allocated towards implementing the 2020/21 marketing plan.

### LIFE CYCLE COSTS

Not applicable.



Item No: **8.3**

Subject: **JETTY ROAD EVENTS UPDATE**

Date: 5 May 2021

Written By: Jetty Road Development Coordinator

General Manager: Community Services, Ms M Lock

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## **SUMMARY**

JRMC in partnership with the City of Holdfast Bay are 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 upcoming events and an update on events held.

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## **RECOMMENDATION**

**That the Jetty Road Mainstreet Committee note this briefing**

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## **COMMUNITY PLAN**

Economy: Supporting and growing local business  
Economy: Boosting our visitor economy

## **COUNCIL POLICY**

Not Applicable.

## **STATUTORY PROVISIONS**

Not Applicable.

## **BACKGROUND**

The JRMC in partnership with the City of Holdfast Bay are 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

Major events in Glenelg include:

### Events

#### Radicool Reptiles

Jetty Road and the Bay Discovery Centre partnered for the April school holidays and brought Radicool Reptiles to Glenelg so children could experience where you'll get to interact with and learn about some incredible native Australian reptiles.

As this was the first time this type of experience has been offered during the school holiday period tickets were offered at \$5 per person making this a very affordable activity for everyone. All sessions (16 in total) were a sell out and there was a waiting list if there were any cancellations or people chose not to show-up to their session.

We have received very positive feedback in regards to this activity and the joint collaboration with the Bay Discovery Centre has been excellent and something that should be pursued for future school holiday activities.

#### Jetty Road on Show/ 3 week-long festival 2021

A series of events and promotions showcasing the Jetty Road precinct encouraging both local and external spend and visitation within precinct. Traders involved will host and run intimate events and experiences which will be advertised and booked through a website developed by Jetty Road. Aligned with the 'Winter Activation', Jetty Road on Show will showcase all events and experiences for all ages with the aim to increase visitation and trade within precinct.

The JRDC & JRDA have been meeting with traders to discuss possible events that they can hold over the duration of Jetty Road on Show, the response from traders thus far has been very positive with a number of programmed events already locked in.

#### Trader Information Event

A trader information session has been booked for Wednesday 19 May. This information session will be in the form of a Q&A where traders will be able to chat freely with a SAPOL representative.

#### Winter Activation

City of Holdfast Bay events team and the Jetty Road Development Coordinator are currently working through the winter events activation for June/July 2021. A proposal is in its final stages and the JRMC will have the activation presented to them at committee meeting held 5 May.

## BUDGET

The 2020/21 budget provides sufficient funds to deliver the above mentioned events

## LIFE CYCLE COSTS

Not applicable



Item No: **8.4**

Subject: **JETTY ROAD, GLENELG SCRATCH AND WIN**

Date: 5 May 2021

Written By: Jetty Road Development Coordinator

General Manager: Community Services, Ms M Lock

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### **SUMMARY**

The Jetty Road Mainstreet Committee have been discussing ways to stimulate economic activity during the quieter months of May and June.

A proposal was submitted to the JRMC for discussion in the February 2021 meeting with a Jetty Road Scratch and Win promotion being fully endorsed in the March 2021 meeting.

This Jetty Road precinct promotion will run for a four week duration from 24 May to June 21 2021.

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### **RECOMMENDATION**

**That the Jetty Road Mainstreet Committee note this briefing.**

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### **COMMUNITY PLAN**

Placemaking: Creating lively and safe places  
Economy: Supporting and growing local business  
Economy: Boosting our visitor economy  
Culture: Being financially accountable

### **COUNCIL POLICY**

Not Applicable.

### **STATUTORY PROVISIONS**

Not Applicable.



## BACKGROUND

Enhancing and promoting the Jetty Road precinct as a vibrant shopping, leisure and entertainment area with year round appeal to residents and visitors is at the forefront of this promotion and it is also aligned with the 2018-24 retail investment strategy.

- Furthering the economic development of the Precinct and encouraging further retail investment in the Precinct.
- A consistent marketing and brand strategy for the Precinct.
- Initiatives required to operate the Precinct in accordance with the Council's Strategic Management Plans.

## REPORT

The Jetty Road Glenelg Scratch and Win promotion has been created to support the 330 businesses within the Jetty Road precinct. The competition is aimed at attracting new visitors and encourage repeat visitation to the Jetty Road precinct to stimulate financial activity. It will also build a database that can be utilised to directly promote Jetty Road precinct businesses, events and activities.

The competition will run through precinct for four weeks from 24 May to 21 June 2021. Customers at participating businesses will required to spend a minimum of \$30 in one transaction, they will be presented with a scratch card where they will have the chance to instantly win prizes and then enter online via scanning a QR code to have the chance to win one of seven major prizes to the value of \$25,000. The prize pool included the Ultimate Jetty Road Experience which showcases what the precinct has to offer. Many businesses within precinct have donated items for both the instant wins and major prize draw.

The competition is open to participation to all businesses located in in the Jetty Road precinct with the exception of supermarkets and the purchase of pharmaceutical items.

There will be 50,000 scratch cards printed and if all cards are distributed throughout the promotion this means that the promotion as assisted in bringing a \$1.5 million spend into the precinct during the promotional period.

The four week Marketing Plan included;

- Nova radio campaign – 136 commercials and additional bonus spots
- Adelady social media campaign
- Jetty Road and associated partners social media channels
- Jetty Road website competition webpage and web banner
- Road Signage – 38x corflute pole wraps
- Posters and counter cards installed at the participating businesses
- Bayside Village LED screen advertisement
- Brighton Sports Complex LED screen advertisement
- Glenelg and Brighton Libraries digital screens



**BUDGET**

The competition budget has been set at \$53,200

**LIFE CYCLE COSTS**

Not Applicable