

## Jetty Road Mainstreet Committee

### NOTICE OF MEETING

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

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

**Wednesday 5 April at 6.00pm**

**Roberto Bria  
CHIEF EXECUTIVE OFFICER**



## Jetty Road Mainstreet Committee Agenda

### 1. OPENING

The General Manager Community and Business will declare the meeting open at 6:00 pm.

### 2. KAURNA ACKNOWLEDGEMENT

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

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

### 3. APPOINTMENT OF PRESIDING MEMBER

The Jetty Road Mainstreet Committee's Terms of Reference states that at the first meeting of the JRMC in every second financial year, the JRMC shall appoint, for a bi-annual term, a Presiding Member and a Deputy Presiding Member from amongst the Committee Members.

#### Motion

1. That the Jetty Road Mainstreet Committee appoint \_\_\_\_\_ as Presiding Member for this meeting.

### 4. APOLOGIES

4.1 Apologies received:

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 1 March 2023 be taken as read and confirmed.

**7. QUESTIONS BY MEMBERS**

7.1 **Without Notice**

7.2 **With Notice - Nil**

**8. PRESENTATIONS: Nil**

**9. REPORTS/ITEMS OF BUSINESS**

9.1 New Committee Welcome (Report No: 110/23)

9.2 Monthly Finance Report (Report No: 111/23)

9.3 Marketing Update (Report No: 112/23)

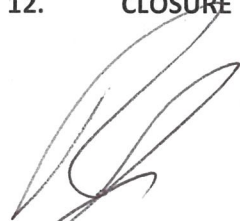
9.4 Jetty Road Events Update (Report No: 113/23)

**10. URGENT BUSINESS – Subject to the Leave of the Meeting**

**11. DATE AND TIME OF NEXT MEETING**

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 3 May 2023 in the Parlour Meeting Room, Glenelg Town Hall, Glenelg.

**12. CLOSURE**



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

Item No: 9.1

Subject: **NEW COMMITTEE WELCOME**

Date: 5 April 2023

Written By: Jetty Road Development Coordinator

General Manager: Community and Business Services, Ms M Lock

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### **SUMMARY**

The Jetty Road Mainstreet Committee (JRMCM) comprises of up to 13 persons who are a mix of the Jetty Road Mainstreet Precinct business owners, commercial property owners (nine persons) and Elected Members of Council (two persons) and if the committee wishes to do so, independent members (two persons).

The JRMCM is an advisory committee of the City of Holdfast Bay formed under Section 41 of the *Local Government Act 1999*. The committee is established to advise Council on enhancing and promoting the Precinct as a vibrant shopping, leisure and recreation area with year round appeal to residents and visitors. A copy of the JRMCM Terms of Reference and the City of Holdfast Bay Code of Practice Meeting Procedures has been provided to new committee members.

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### **RECOMMENDATION**

**That the Jetty Road Mainstreet Committee:**

1. **Notes this report.**
  2. **Appoints \_\_\_\_\_ as Chair and \_\_\_\_\_ as Deputy Chair for the current term until 30 March 2025; or**
  3. **Agrees to postpone the appointment of the Chair and Deputy Chair to allow for the new members to understand the role requirements until the next meeting to be held 3 May 2023.**
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### **STRATEGIC PLAN**

Innovation: entrepreneurialism

Sustainability: resilience in our economy

**COUNCIL POLICY**

Not Applicable.

**STATUTORY PROVISIONS**

Not Applicable.

**BACKGROUND**

The Jetty Road Glenelg Precinct (“the Precinct”) is recognised throughout South Australia and beyond as one of the best examples of a thriving traditional retail, hospitality and business district, servicing the needs of the community and around two million visitors each year. In 1994, the former City of Glenelg established the Jetty Road Mainstreet Board (“the Board”) with the aim of supporting the Precinct to flourish and expand, to strengthen partnerships between businesses, the Council and local community. In 2007, the name was changed to the Jetty Road Mainstreet Management Committee (JRMMC), followed by a further name change in 2016 to the Jetty Road Mainstreet Committee (JRMC).

The Jetty Road Mainstreet Committee is established to advise Council on:

- Enhancing and promoting the Precinct as a vibrant shopping, leisure and recreational area with year round appeal to residents and visitors.
- 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
- The Committee will also maintain communication between the Council, traders, landlords, tourism providers, consumers and residents in the Precinct.

**REPORT**

Business and commercial property owners within the boundaries of the Jetty Road Glenelg precinct who contribute to the separate rate levy were invited to nominate for a position on the Jetty Road Mainstreet Committee. There were nine positions available for those people who are either a landlord or trader.

The term of appointment of all members of the JRMC is subject to Section 41 of the *Local Government Act 1999*, to coincide with the term of the Council and for a period not exceeding two years.

At the 14 March 2023 Council Meeting, Council endorsed the selection panel’s recommendation and the new Jetty Road Mainstreet Committee effective from 1 April 2023 as follows:

- Ms Gilia Martin, Attitudes Boutique;
- Mr Angus Warren, Beach Burrito Company;

- Ms Bayley Millard, Yo-Chi
- Mr Antonio (Tony) Beatrice, Cibo Espresso Glenelg
- Mr Anthony Chhoy, Chatime
- Mr Adoni Fotopoulos, Ikos Holdings Trust
- Mr Chris Morley, Echelon Studio – Architecture and Design;
- Ms Shannon Smith, Royal Copenhagen Glenelg and Brighton
- Mr Damien Murphy, Glenelg Finance; and
- Councillor Rebecca Abley
- Councillor Allison Kane

The term of appointment will be until 31 March 2025.

A copy of the Jetty Road Mainstreet Committee Terms of Reference and the City of Holdfast Bay Code of Practice Meeting Procedures were provided to the new committee members as part of their JRMCM Committee Member Manual.

The committee will appoint a Chair and Deputy Chair for the current term. The committee can make these appointments at the April meeting or defer the vote until the 3 May 2023 meeting.

#### **BUDGET**

Not applicable

#### **LIFE CYCLE COSTS**

There are no lifecycle costs associated with this report.

Item No: 9.2

Subject: **MONTHLY FINANCE REPORT**

Date: 5 April 2023

Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

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## **SUMMARY**

This report provides an update on the Jetty Road Mainstreet income and expenditure as at 28 February 2023.

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## **RECOMMENDATION**

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

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## **STRATEGIC PLAN**

Innovation: entrepreneurialism  
Sustainability: resilience in our economy

## **COUNCIL POLICY**

Not applicable

## **STATUTORY PROVISIONS**

Not applicable

## **BACKGROUND**

The Jetty Road Mainstreet Committee (JRMCM) 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 Jetty Road Mainstreet financial year 2022/2023 income and expenditure statement is presented for information.

*Refer Attachment 1*

The 2022/2023 Jetty Road Mainstreet budget for January has been delivered on track. Over the next two months, costs will be realised for the Jetty Road Magazine Winter Edition and April advertising campaign.

**BUDGET**

Not applicable

**LIFE CYCLE COSTS**

There are no lifecycle costs associated with this report.



# Attachment 1



## INCOME & EXPENDITURE STATEMENT 28 February 2023

	Annual Budget	YTD Budget	YTD Actuals	Variance	2020/21 Actuals	2021/22 Actuals
<b>Revenue</b>						
General Rates Raised	617,630	617,630	617,629	(1)	584,449	598,469
Gift Card Income	-	-	-	-	2,690	4,585
Other Income	20,000	12,188	9,168	(3,020)	19,464	14,469
	<b>637,630</b>	<b>629,818</b>	<b>626,797</b>	<b>(3,021)</b>	<b>606,603</b>	<b>617,523</b>
<b>Expenses</b>						
Employee Costs	211,984	139,274	115,140	24,134	207,435	216,716
Sponsorships	34,500	27,000	25,000	2,000	-	25,030
Event Management	54,909	22,646	21,469	1,177	23,585	3,778
Retail Strategy Implementation	15,000	-	-	-	480	-
Christmas Decorations	-	-	-	-	-	10,000
Food & Drink	2,500	1,801	801	1,000	456	292
Directory Board	1,000	-	-	-	-	655
Donations	500	-	-	-	-	-
Lighting	-	-	4,402	(4,402)	41,618	19,363
COVID-19 Related Expenditure	-	-	-	-	-	22,125
Gift Card Expenditure	2,156	538	3,586	(3,047)	12,045	9,756
Other Expenditure	-	-	1,041	(1,041)	629	747
Social Media Management	37,500	12,000	12,327	(327)	-	39,697
<b>Marketing</b>					<b>206,578</b>	
Signage	50,000	15,000	14,500	500	-	22,975
Public Relations	39,740	8,000	7,881	119	-	27,082
Publications	60,000	36,500	36,540	(40)	-	70,995
Advertising	15,000	6,000	3,617	2,383	-	10,176
Promotions	43,750	8,000	7,150	850	-	67,741
Marketing Contingency	22,000	11,600	11,672	(72)	-	22,754
<b>Events and Activations</b>						
Pro Hustle Basketball	-	-	-	-	-	15,000
<b>Co-funded Events</b>						
Winter Activation	40,000	40,000	40,088	(88)	43,268	44,304
Summer Activation	50,000	50,000	50,000	-	-	-
Spring Street Party	50,000	50,000	50,000	-	-	30,000
March Activation	-	-	-	-	-	30,000
	<b>730,539</b>	<b>428,359</b>	<b>405,212</b>	<b>23,147</b>	<b>536,094</b>	<b>689,186</b>
<b>Net Profit/(Loss)*</b>	<b>(92,909)</b>	<b>201,459</b>	<b>221,585</b>	<b>20,126</b>	<b>70,509</b>	<b>(71,663)</b>

\*Annual Budget includes carry forward amount from 2021/22 of \$92,909

## INCOME & EXPENDITURE STATEMENT 28 February 2023

		Annual Budget	YTD Budget	YTD Actuals	Variance
<b>Expenses</b>					
<b>Marketing</b>					
Signage	Tram Wrap & Out of precinct signage	50,000	15,000	14,500	500
	SA Style Mag, CityMag, Blogs and Consumer News, be Local Campaign, photoshoot, influencers, Winter Warmers Digital	39,740	8,000	7,881	119
Public Relations	JR LOCAL Magazine	60,000	36,500	36,540	(40)
	Social Media advertsing, Website, Google Adwords, YouTube advertising	15,000	6,000	3,617	2,383
Advertising	Shopping campaigns including Spend + Win	43,750	8,000	7,150	850
Promotions	Marketing contingency	22,000	11,600	11,672	(72)
Marketing Contingency					
		<b>230,490</b>	<b>85,100</b>	<b>81,360</b>	<b>3,740</b>

*\*Annual Budget includes carry forward amount from 2021/22 of \$92,909*

Item No: 9.3

Subject: **MARKETING UPDATE**

Date: 5 April 2023

Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

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### **SUMMARY**

This report provides an update on the marketing initiatives undertaken by the Jetty Road Mainstreet Committee aligned to the 2022/2023 Marketing Plan and initiatives associated to the delivery of the Jetty Road Glenelg Retail Strategy 2018-2022.

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### **RECOMMENDATION**

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

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### **STRATEGIC PLAN**

Innovation: entrepreneurialism for lifelong growth, economic and social vibrancy

### **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 aligned to the 2022/2023 Marketing Plan.

## REPORT

### Consumer News

The monthly Jetty Road consumer newsletter was emailed to over 7,772 subscribers on Monday 27 March 2023. The edition focused on the Easter at the Bay.

- 37% open rate with 2,860 opens and 276 total clicks.

Jetty Road Easter Egg Hunt and Easter blog received the most clicks through to the Jetty Road website.

### Trader News

- **Friday 3 March 2023** (Resent on Monday 6 March) – **431 recipients – 62% open rate**, which included: a Message from the Chair, Magazine Advertising and Easter
- **Monday 27 March 2023 – 430 recipients – 42% open rate**, which included: Jetty Road Magazine Advertising, Easter Opening Hours, and Trader's Day Giant Wheel

### Giant Wheel Collaboration –JettyRoad Easter Egg Hunt



Skyline Attractions has collaborated with Jetty Road, Glenelg to host the Jetty Road Easter Egg Hunt on Saturday 1 and Sunday 2 April 2023. The Easter Egg Hunt will provide children of all ages the opportunity to hunt for chocolate eggs as well as receive vouchers from Jetty Road traders.

The event was promoted through Glam Adelaide, Jetty Road's social media, e-newsletter, and website. as well as through Skyline Attractions channels including South Aussie with Cosi.

### School Holiday Program – Jetty Road Story Book Trail

Through the April School Holidays, children will be invited to Jetty Road to follow the Jetty Road Story Book Trail – The Adventures of Clarence the Crab. The trail will encourage people to explore the precinct, following Clarence's adventure. Traders will be encouraged to donate vouchers that families can use during the adventure or throughout the school holidays, encouraging people to stay and linger or return to the precinct.

This initiative is a collaboration with the Youth Team's Play at the Bay, History & Exhibitions Team with the Bay Discovery Centre, Arts and Culture and the Gleneng Library.

**Jetty Road LOCAL Magazine – Winter Edition**

Work has commenced on the Winter Edition of the Jetty Road LOCAL magazine. This edition will include the popular Winter Warmer vouchers for May to September 2023. A quote has been obtained to print additional copies without the vouchers to cover the month of October 2023 due to the 2023 Australian Masters Games being held through this time.

Additional promotional opportunities will be promoted through the 2023 Australian Masters Games to participants and visitors, with the aim to encourage visitation and spending within the precinct and to increase the length of stay.

**April Campaign**

At the time of writing this report, assets were being finalised for the April Campaign. This campaign will run from 3 – 23 April 2023 in the Adelaide Airport supported by tram stop advertising in the Adelaide CBD. The period was chosen to capture interstate school holidays, the AFL Gather Round and the LIV Golf. New video and photography stock was shot within the precinct, focusing on experiences and Glenelg as a destination with the view that this will also be used across web and digital.

This initiative is a collaboration between Jetty Road and the Tourism team.

**Jetty Road Website – 21 February – 20 March 2023**

- What's On continues to be a key driver for website visitation. With a reduced number of events scheduled through winter, work will be undertaken to drive traffic to the Jetty Road website.

*Refer Attachment 1*

**Social Media**

Jetty Road, Glenelg social media reporting for Facebook and Instagram is reflected for the period of 21 February – 20 March 2023.

Social media schedule includes:

- 1 post per platform per day;
- 5- 7 Instagram stories per day; and
- at least 1 reel a fortnight.

The social media team continues to work closely with the Jetty Road team implementing workflow systems and mapping the entire precinct to ensure representation. This includes features across stories and feeds and sourcing content.

To better highlight the precinct, a slight change in approach has been implemented to showcase more destination content in the feed posts and businesses through stories. Information will be provided to traders to better understand the social media approach for the precinct.

**Facebook – 21 January 2023 – 20 February 2023**

	<b>21 December – 20 January</b>	<b>21 January – 20 February</b>	<b>21 February – 20 March</b>
<b>Page Followers</b>	29,924	31,200	31,284
<b>Posts</b>	17 ↓	29 ↑	25 ↑

**Instagram - 21 January 2023 – 20 February 2023**

	<b>21 December – 20 January</b>	<b>21 January – 20 February</b>	<b>21 February – 20 March</b>
<b>Followers</b>	20,200	20,281	20,292
<b>Posts</b>	28 ↑	30 ↑	25 ↑

**BUDGET**

The JRMC allocated \$230,490 towards implementing the 2022/23 Marketing Plan, of which \$81,360 has been expended as at 28 February 2023.

**LIFE CYCLE COSTS**

Not applicable

# Attachment 1

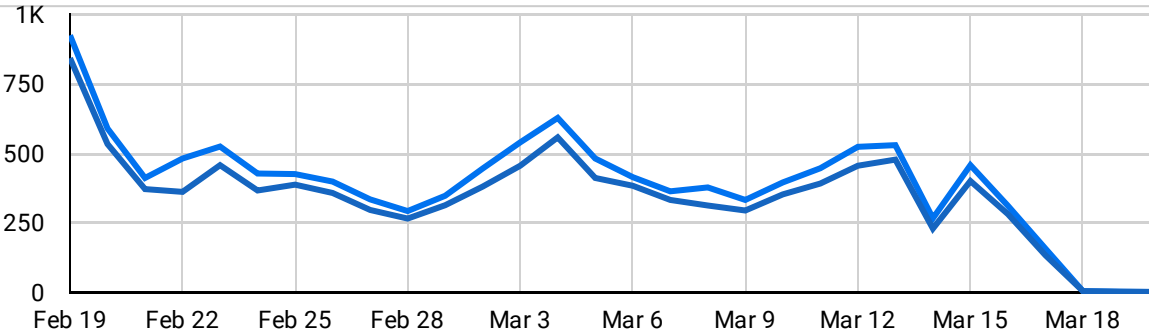




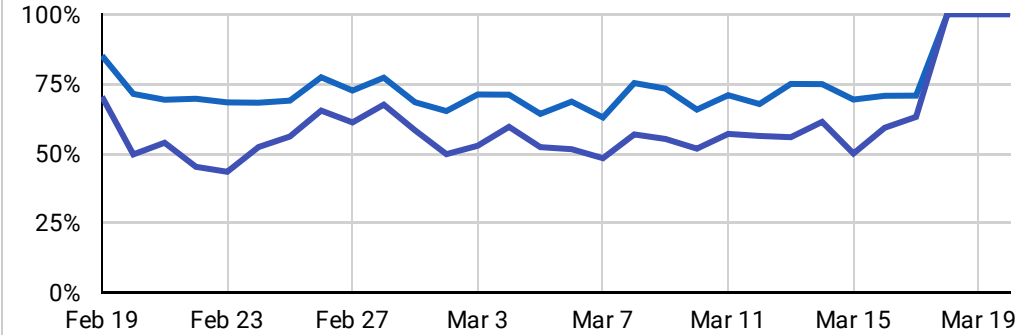
Feb 19, 2023 - Mar 20, 2023

## Overview of your customers behaviors

Pageviews Unique Pageviews



Bounce Rate % Exit



Pageviews  
**11,821**

Unique Pageviews  
**10,397**

Avg. Time on Page  
**00:01:08**

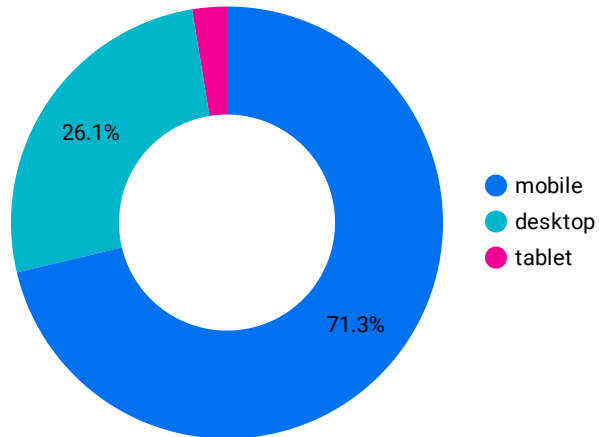
Bounce Rate  
**71.80%**

% Exit  
**55.60%**

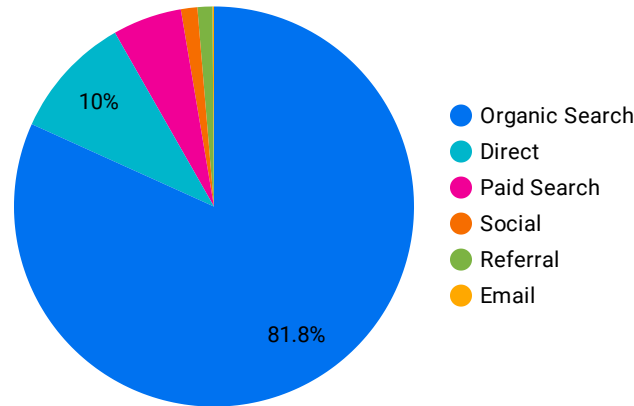
Pages / Session  
**1.8**

## Device Type

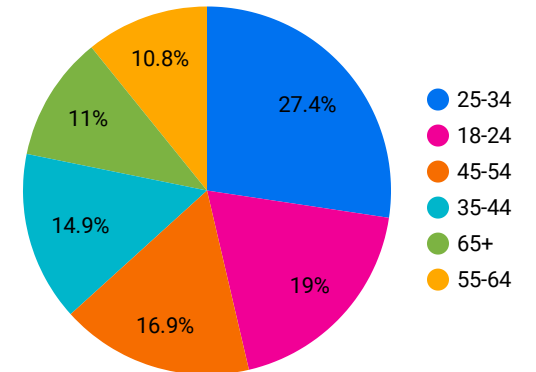
↑ ↓ A-Z ⋮



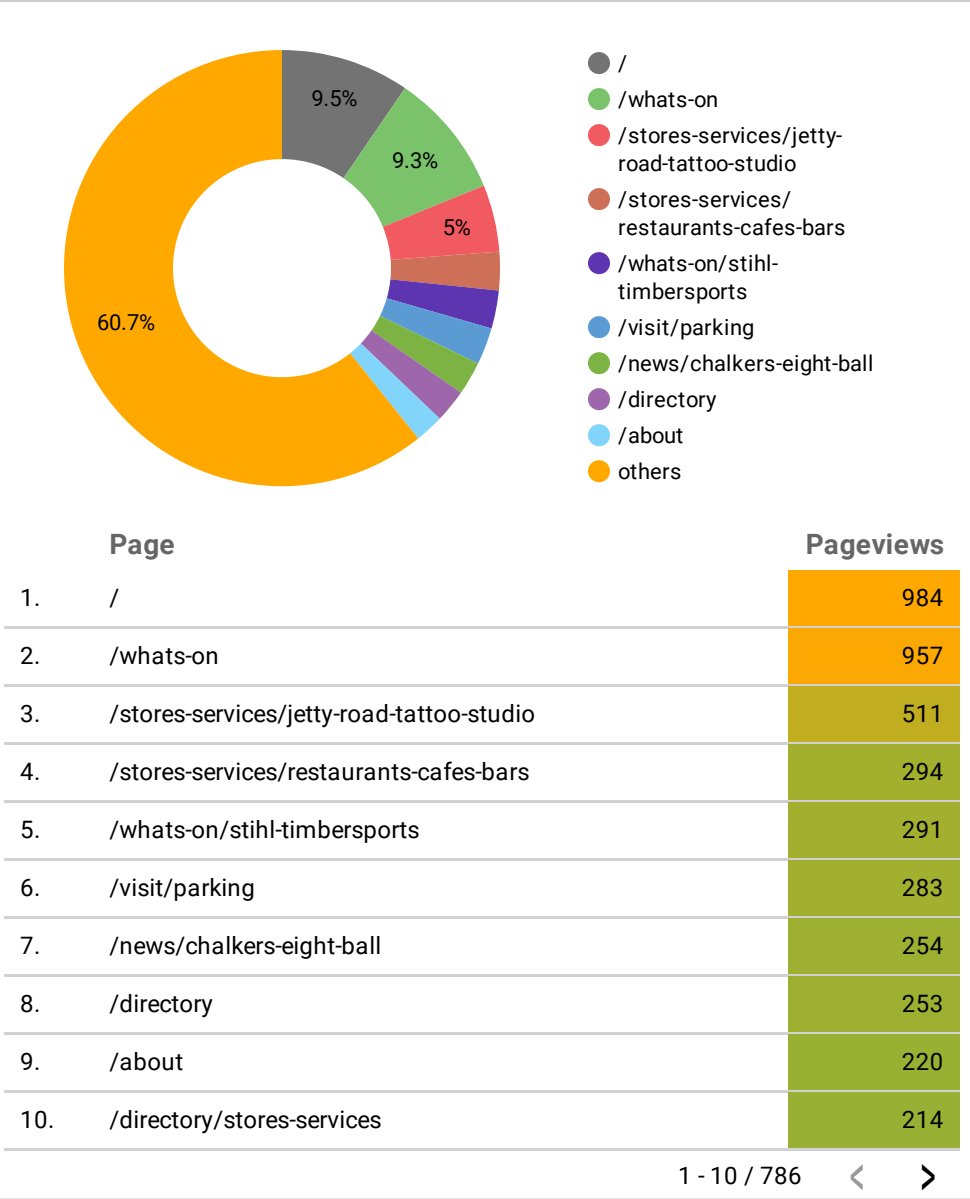
## Website Traffic Source



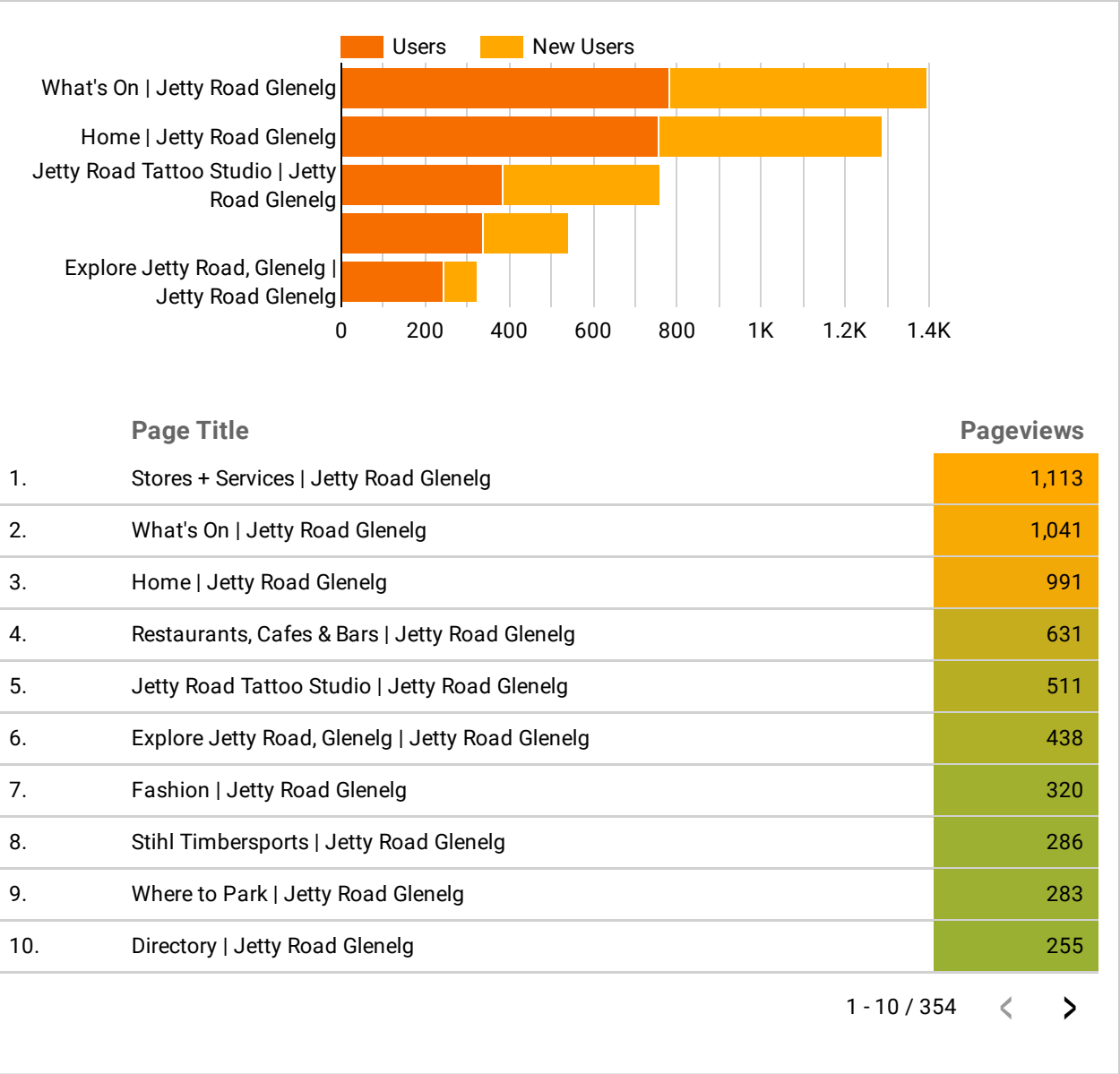
## Age



Which page is the most popular?



Most popular pages with title breakdown



Item No: 9.4

Subject: **JETTY ROAD EVENTS UPDATE**

Date: 5 April 2023

Written By: Manager City Activation

General Manager: Community and Business, Ms M Lock

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## **SUMMARY**

Jetty Road Mainstreet Committee (JRMCC) 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 recent and upcoming events.

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## **RECOMMENDATION**

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

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## **STRATEGIC PLAN**

Innovation: entrepreneurialism for lifelong growth, economic and social vibrancy

## **COUNCIL POLICY**

Not applicable

## **STATUTORY PROVISIONS**

Not applicable

## **BACKGROUND**

The 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 2022/2023 financial year the JRMCC allocated funds for the following events:

### Cost share with Council

\$40,000 – Winter Activation

\$50,000 – Spring Activation – Sea to Shore: Glenelg Seafood Festival

\$50,000 – Summer Activation – Glenelg Ice Cream Festival

Sponsored

\$25,000 – Glenelg Christmas Pageant

JRMC Initiatives

At the 2 November 2022 meeting, JRMC resolved to commit \$4,000 to the Meet Santa in Chapel Plaza activation.

These events have all been successfully delivered.

At the time of writing this report, a number of budget scenarios for the 2023/2024 events season were being prepared for Council consideration. Proposed contributions by JRMC for identified events is included within each scenario. The budget scenarios for the 2023/2024 include the Winter Activation. Initial planning for this event is underway pending budget decisions.

**Other upcoming events:**

In addition to JRMC funded/supported events, the following external events are in Council's forward calendar for the Glenelg area in the coming months. The following is based on information provided by the organisers of each event:

- **Anzac Day Dawn Service** (*Glenelg Foreshore, 25 April 2023*): Organised by the Plympton Glenelg RSL sub branch.
- **Moseley Beach Club**: Council approved an extension of trade to 16 April 2023, the weekend of the AFL Gather Round.
- **Mini Meet the Machines** (*Wigley Reserve, 28 April 2023*): A Council organised family event to showcase some newly purchased Council vehicles and plant
- **Mix 102.3 Giant Wheel**: Council approved an extension of trade to 1 May 2023, the end of the South Australian April school holidays.

**BUDGET**

The 2022/2023 JRMC has budget allocations for all the events as described above.

**LIFE CYCLE COSTS**

There are no life cycle costs associated with this report.