

NOTICE OF MEETING

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

Electronic Means in a Virtual Meeting Room

The meeting will be live streamed via a link on our website: <https://www.holdfast.sa.gov.au/JRMC>

Wednesday 4 August at 6.00pm



Roberto Bria
CHIEF EXECUTIVE OFFICER

Jetty Road Mainstreet Committee Agenda

1. OPENING

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

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 July be taken as read and confirmed.

5. QUESTIONS BY MEMBERS

5.1 **Without Notice**

5.2 **With Notice - Nil**

6. MOTIONS ON NOTICE - Nil

7. PRESENTATIONS

Adelaide Retail High Street Q121 Market Update

Representatives from Jones Lang LaSalle will provide an overview of the Adelaide Retail market landscape. Presenters are:

- Ben Parkinson, Managing Director
- Rick Warner, Director Research
- Sam Alexander, Capital Markets Executive

Jetty Road Masterplan – Stage 1 Chapel Street and Hindmarsh Lane Progress

Ms Pam Jackson, General Manager, Strategy and Corporate will provide an update and progress report of the Chapel Street and Hindmarsh Lane upgrade.

8. REPORTS/ITEMS OF BUSINESS

- | | | |
|-----|------------------------------------|---------------------|
| 8.1 | Monthly Finance Report | (Report No: 253/21) |
| 8.2 | Marketing Update | (Report No: 254/21) |
| 8.3 | Scratch and Win Campaign Report | (Report No: 255/21) |
| 8.4 | Event Cinema Street Art | (Report No: 256/21) |
| 8.5 | Jetty Road Events Update | (Report No: 257/21) |
| 8.6 | Jetty Road Glenelg Business Survey | (Report No: 258/21) |
| 8.7 | Moseley Square Precinct Lighting | (Report No: 259/21) |

6. URGENT BUSINESS – Subject to the Leave of the Meeting**7. DATE AND TIME OF NEXT MEETING**

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 1 September 2021 in the Glenelg Library Meeting Room, Colley Terrace, Glenelg

8. CLOSURE

ROBERTO BRIA
CHIEF EXECUTIVE OFFICER

Item No: **8.1**

Subject: **MONTHLY FINANCE REPORT**

Date: 4 August 2021

Written By: Jetty Road Development Coordinator

General Manager: Community and Business Services, Ms M Lock

SUMMARY

The Jetty Road Mainstreet Committee end of 2020/2021 financial year report is prepared by the Jetty Road Development Coordinator presented for information of the members of the Jetty Road Mainstreet Committee.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this report.

COMMUNITY PLAN

Economy: Supporting and growing local business
Economy: Making it easier to do business

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 2020/21 Jetty Road Mainstreet budget end of financial year result has been delivered on track.

Budget management and the uncertainty of the COVID-19 pandemic has resulted in some initiatives not going ahead with \$164,693 cost savings to be made in 2020/21 across a number of budget lines:

- \$5,800 – Sponsorships
- \$5,666 – Professional services
- \$19,520 – Retail Strategy Implementation
- \$15,000 - Public Art Projects
- \$18,382 – Lighting
- \$20,000 – Christmas Pageant
- \$50,000 – Tour Down Under Street Party
- \$30,000 – October Street Party

Of the \$164,693 the following is pre-allocated for 2021/2022:

\$10,000	Scratch n Win Cocktail Party (winners)
\$11,700	Updated branding pre-allocated to JR street Banners install mid-July.
\$18,850	Installation of Jetty Rd tree lights Chris Henderson Electrical in July
\$30,000	Glenelg Ice Cream Festival – 30 October 2021

Leaving a carry forward of \$94,143.

BUDGET

Not applicable

LIFE CYCLE COSTS

There are no lifecycle costs associated with this report.

INCOME & EXPENDITURE STATEMENT 30 June 2021

	Annual Budget	YTD Budget	YTD Actuals	Variance	2019/20 Actuals 30 June	Actuals 30 June
Revenue						
General Rates Raised	584,446	584,446	584,449	3	578,076	578,076
Other Income	4,000	4,000	22,154	18,154	4,064	4,064
	588,446	588,446	606,603	18,157	582,140	582,140
Expenses						
Employee Costs	200,872	200,872	207,435	(6,563)	126,282	126,282
Sponsorships	5,800	5,800	-	5,800	5,764	5,764
Professional Sevices	6,000	6,000	334	5,666	9,084	9,084
Event Management	28,000	28,000	23,585	4,415	31,236	31,236
Marketing	195,688	195,688	206,578	(10,890)	132,996	132,996
Retail Strategy Implementation	20,000	20,000	480	19,520	25,633	25,633
Repairs & Maintenance	1,500	1,500	275	1,225	454	454
Food & Drink	3,250	3,250	456	2,794	4,050	4,050
Directory Board	2,500	2,500	-	2,500	-	-
Christmas Decorations	-	-	-	-	20,417	20,417
Public Art Projects	15,000	15,000	-	15,000	-	-
Lighting	60,000	60,000	41,618	18,382	-	-
Gift Card Expenditure	-	-	12,045	(12,045)	4,175	4,175
Unallocated credit card expenditure	-	-	-	-	-	-
Christmas Pageant	20,000	20,000	-	20,000	20,000	20,000
Winter Wonderland	44,000	44,000	43,268	732	66,389	66,389
Tour Down Under	50,000	50,000	-	50,000	42,527	42,527
October Street Party	30,000	30,000	-	30,000	30,931	30,931
Winter Activation	-	-	-	-	23,209	23,209
	682,610	682,610	536,074	146,536	543,147	543,147
Net Profit/(Loss)*	(94,164)	(94,164)	70,529	164,693	38,993	38,993

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

Marketing - Breakdown

	Actual	Budget
Digital Marketing	54,116	
Radio	20,500	
Television	-	
Outdoor Signage	42,416	
Print Media	76,487	
Promotional Collateral	13,060	
Contingency Budget		
	<u>206,578</u>	<u>195,688</u>

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	172,824	181,991	(9,167)	0	181,991	(9,167)
249 - Wages - Overtime	5,500	0	5,500	5,500	2,506	2,994	0	2,506	2,994
250 - Salaries Superannuation	16,419	0	16,419	16,419	16,810	(391)	0	16,810	(391)
283 - Sponsorships	5,800	0	5,800	5,800	0	5,800	0	0	5,800
301 - Professional Services	6,000	0	6,000	6,000	334	5,666	0	334	5,666
308 - Public Art Projects	15,000	0	15,000	15,000	0	15,000	0	0	15,000
310 - Project/Event Management	28,000	0	28,000	28,000	23,585	4,415	0	23,585	4,415
31D - Retail Strategy Implementation	20,000	0	20,000	20,000	480	19,520	0	480	19,520
415 - Food and Drink	2,250	0	2,250	2,250	396	1,854	0	396	1,854
41F - Food, Drink, Entertainment (FBT Applicable)	1,000	0	1,000	1,000	60	940	0	60	940
423 - Repairs and Maintenance - General Materials	1,500	0	1,500	1,500	50	1,450	0	50	1,450
433 - Marketing - Promotion & Familiarisation	196,524	0	196,524	196,524	206,578	(10,054)	0	206,578	(10,054)
438 - Directory Board	2,500	0	2,500	2,500	225	2,275	0	225	2,275
449 - Lighting	60,000	0	60,000	60,000	41,618	18,382	0	41,618	18,382
817 - Insurance - Workers Compensation - Sals	6,129	0	6,129	6,129	6,128	1	0	6,128	1
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)	(836)	0	(836)	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	(49)	49	0	(49)	49
910 - Ticket Sales	0	0	0	0	(906)	906	0	(906)	906
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)	(4,000)	(18,510)	14,510	0	(18,510)	14,510
9GC - Gift Card Revenue	0	0	0	0	(2,690)	2,690	0	(2,690)	2,690
	(144,000)	94,164	(49,836)	(49,836)	(113,797)	63,961	0	(113,797)	63,961

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	61,565	46,435	0	61,565	46,435
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)
	44,000	0	44,000	44,000	43,268	732	0	43,268	732

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: 4 August 2021

Written By: Jetty Road Development Coordinator

General Manager: Community & Business Services, Ms M Lock

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

RECOMMENDATION

The Jetty Road Mainstreet Committee:

- 1. Note this report**
 - 2. Endorse the Jetty Road Glenelg Marketing Plan 2021/22.**
-

COMMUNITY PLAN

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

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 Marketing Plan.

REPORT

Marketing Planning

The Jetty Road Development Coordinator facilitated an informal marketing planning session with JRMC members on 29 June to brainstorm initiatives for the 2021/22 financial year. A high level overview of the marketing plan was discussed at the 7 July JRMC meeting to allow for input and suggestions from the JRMC. The Jetty Road Glenelg 2021/22 Draft Marketing Plan was distributed electronically to committee members on 26 July to seek final comments and feedback by close of business 28 July. The plan identifies the precincts target audiences and key initiatives to reach them across a variety of digital, print, broadcast and outdoor channels. The plan will deliver an investment of \$225,169 into marketing with the following initiatives:

- Social Media Management and promotion
- Google Advertising
- YouTube Advertising
- Winter Warmers Promotions
- Be Local campaign
- Jetty Road LOCAL Magazine – Summer & Winter
- SA Style Magazine
- City Mag
- Milestone Marketing Events
- Shop and Win Competition
- Tram Wrap
- Blogs & Consumer Newsletters
- Influencers
- Photoshoot
- Website maintenance and improvements

Winter Warmers – Digital Promotion

At the 7 July 2021 JRMCM meeting the committee endorsed up to \$3,000 expenditure from the 2021/22 marketing budget to be allocated towards the digital promotion of the Winter Warmer Vouchers. The Jetty Road Development Coordinator is finalising the digital promotions the placement of banner ads on the website of Kids in Adelaide and Adelady during two weeks in August and two weeks in September. A post will also take place on South Aussie with Cosi's social media accounts. It is anticipated this campaign will reach 200,000+ consumers.

Scratch and Win

The Scratch and Win Competition was held from 24 May to 21 June 2021 to drive expenditure in the precinct during the quieter months of May and June. A separate report has been created in the 4 August Agenda Papers.

Consumer News

The monthly Jetty Road consumer newsletter was emailed to 5,743 subscribers on Thursday 8 July. The edition focused on a Glenelg school holiday guide for the July school holidays.

Campaign Stats

	Jetty Road – this campaign	Jetty Road – average	Peers - average
Open rate	33%	30.3%	29.7%
Click Rate	2.6%	3.3%	5.6%
Unsubscribe	1%	0.8%	0.2%




Social Media

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




Facebook

	21 March – 20 April	21 April – 20 May	21 May- 20 June
Fans	28,075 ↓	29,428 ↑	29,656 ↑
Posts	31 ↑	29 ↓	31 ↑
Post engagement	Reactions 1.36k Comments 161 Shares 112	Reactions 948 Comments 217 Shares 68	Reactions 1.67k Comments 1.42k Shares 118

Best performing posts of community engagement through 21 June to 20 July 2021.

23 June 1.2k engagement	24 June 703 engagement	18 July 507 engagement
	<p>** WE HAVE A WINNER ** 🎉</p> <p>Congratulations to Madi Harris who is the winner of the Jetty Road 'Scratch & Win' major prize valued at \$10,000!</p> <p>Madi along with nine friends will be treated to the ultimate Jetty Road, Glenelg experience consisting of:... See More</p> 	<p>Opening tomorrow on the corner of Jetty Road and Cowper Street. And if trying out a new burger joint isn't enough - tomorrow as an opening special you will get 40 per cent off!!!!... See More</p> 

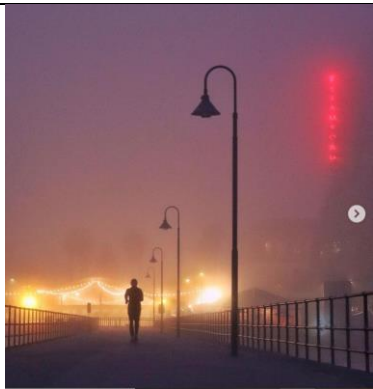

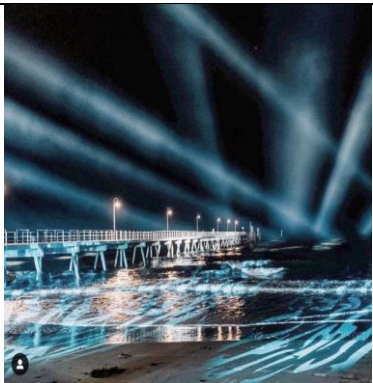
Best performing posts for reach through 21 June to 20 July 2021.

23 June 12.7k reached	8 July 10.5k reached	15 July 8.8k reached
		

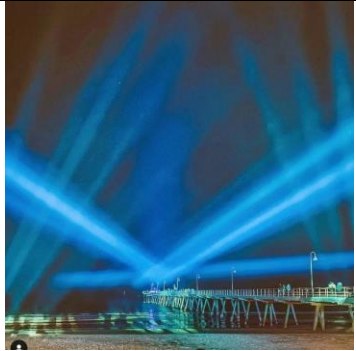

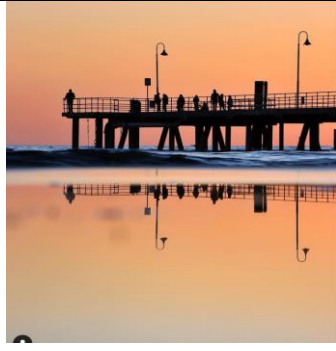
Instagram

	21 April – 20 May	21 May – 20 June	21 June – 21 July
Followers	18.5k ↑	18.6k ↑	18.7k ↑
Posts	30 ↑	28 ↓	29 ↑
Interaction	7.4K ↓	7.1k ↓	8.8k ↑
Reached	26.7k ↑	25.6k ↓	47.1k ↑
Comments	191 ↓	208 ↑	249 ↑
Stories	318 ↓	353 ↑	344 ↓

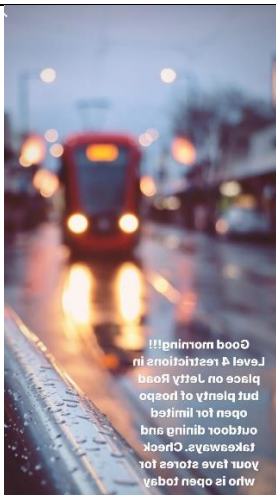

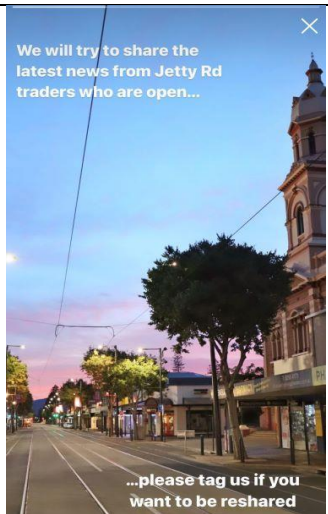
Best performing posts for community interaction through 21 June to 21 July 2021.

11 July – 907 interaction	9 July – 830 interaction	8 July - 785 interaction
 <p>Saturday morning in a fogged in Bay 🌫️</p>	 <p>Does it get much better in winter? Another glorious night in the Bay. The weather is looking great tomorrow and we're open down until late and everything in between - including the @alpinewinterfestival from 10am. Hope we see you this weekend!!! 📷 @jase_hickson</p>	 <p>Have you seen the "Storm" light show yet? On Glenelg Jetty and part of the @alpinewinterfestival the light and sound spectacular runs from dusk until late for the next 10 days. Why not enjoy dinner or a drink in the Bay and check out the free show? For more information on the Alpine Winter Village check the link in our bio 📞</p>

Best performing posts for reach through 21 June to 21 July 2021.

15 July – 17.1k reach	8 July – 13.5k reach	20 June – 6.52k reach
 <p>The amazing "Storm" light spectacular on Glenelg Jetty. While most watch from the foreshore, did you know you can enjoy the show on the Jetty and the far end is where you will hear the sound aspect of the show best! Storm is on every night at 6pm till late until the end of the Alpine Winter Festival on Sunday July 25. For more information or to book an Alpine skate or dinner ticket check the link in our bio.</p>	 <p>Have you seen the "Storm" light show yet? On Glenelg Jetty and part of the @alpinewinterfestival the light and sound spectacular runs from dusk until late for the next 10 days. Why not enjoy dinner or a drink in the Bay and check out the free show? For more information on the Alpine Winter Village check the link in our bio</p>	 <p>Does it get much better in winter? Another glorious night in the Bay. The weather is looking great tomorrow and we're open dawn until late and everything in between - including the @alpinewinterfestival from 10am. Hope we see you this weekend!!! 📷 @jase_hickson</p>

Best performing stories for reach through 21 June to 21 July 2021.

1.96k reached	1.83k reached	1.81k reached
 <p>Who is open today? You have stores for takeaway. Check out for limited open for limited but plenty of food place on Jetty Road. Level 4 restriction & level 3 good evening!!!!</p>	 <p>BREAKING NEWS South Australia will go into a 7-day lockdown from 6pm tonight More to come but no need to panic - essential services will still be open. More updates from @sahealth_ soon</p>	 <p>We will try to share the latest news from Jetty Rd traders who are open... ...please tag us if you want to be reshared</p>

Jetty Road Tree Lights

To improve the visual aesthetic on the street the JPMC has purchased tree lights “fairy lights” to be wrapped around the trees. An application to SA Power Networks has been approved and works were scheduled to commence on 20 July (week of SA Lockdown) therefore installation has been scheduled to commence once restrictions have eased from 29 July. Installation is scheduled to be complete by 6 August.

BUDGET

The JPMC have \$196,524 allocated towards implementing the 2020/21 Marketing Plan.

The JPMC have \$267,520 allocated towards implementing the 2021/22 Marketing Plan.

LIFE CYCLE COSTS

Not applicable.

Item No: **8.3**

Subject: **SCRATCH AND WIN CAMPAIGN REPORT**

Date: 4 August 2021

Written By: Jetty Road Development Coordinator

General Manager: Community & Business, Ms M Lock

SUMMARY

The Jetty Road Mainstreet Committee identified a Scratch and Win competition as an initiative to stimulate economic activity during the quieter months of May and June. A proposal was submitted to the JPMC for discussion in the February 2021 meeting with a Jetty Road Scratch and Win promotion was endorsed in the March 2021 meeting. This Jetty Road precinct promotion ran over a four week period from 24 May to June 21 2021.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this briefing

COMMUNITY PLAN

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

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 Jetty Road Glenelg Retail Strategy 2018-22.

- 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 was created to support the 330 businesses within the Jetty Road precinct. The competition was aimed at attracting new visitors and encourage repeat visitation to the Jetty Road precinct to stimulate expenditure in the precinct. It would also build a database that can be utilised to directly promote Jetty Road precinct businesses, events and activities.

The competition ran over four weeks from 24 May to 21 June 2021. Customers at participating businesses were required to spend a minimum of \$30 in one transaction, they were then presented with a scratch card where they had 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 \$15,000. The prize pool included the Ultimate Jetty Road Experience which showcases what the precinct has to offer. Many businesses within precinct donated items for both the instant wins and major prize draw. The 'scratch' element of the promotion was a value adding exercise to create more interest for the consumer to partake in the promotion.

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

Of the entries into the main draw, \$266,182 spend was achieved within Jetty Road, Glenelg assisting with the local economy during quieter months such as May/ June. The goal was to achieve \$100,000 spend (aligned to the goal set for the recent Spend and Win Jayco campaign)

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
- Jetty Road consumer newsletter
- 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

Prize Pool

Over 28 businesses donated 'instant win' prizes to add to the 'scratch' element of the promotion. This value adding exercise was to further incentivise consumers to participate in the Jetty Road Scratch & Win competition. Over \$11,542.50 of 'instant wins' were included in 559 of the printed 'scratch' cards.

Major Prizes (QR Code Entries)

Prize	Type	RRP	Quantity
Ultimate Jetty Road Experience	Prize Draw	\$10,000	1
Fitness package	Prize Draw	\$1,640	1
Design your own piece at Wishart's	Prize Draw	\$1,000	1
Kids day activity	Prize Draw	\$950	1
Hair Machine hair makeover & Cloud 9 Straightener	Prize Draw	\$500	1
New wardrobe at Attitudes	Prize Draw	\$500	1
Romance & Seduction Package at Stamford Grand	Prize Draw	\$475	1
TOTALS		\$15,065	7

Results

- 2,525 valid entries
- Of the total entries, 2,049 are new subscribers to the Jetty Road Consumer Newsletter
- \$266,182 local spend from QR code entries into the main prize draw
- 744,383 total community reach

Spend by Suburb

\$60,961.76- Glenelg
 \$23,279.62- Glengowrie/ Somerton Park
 \$12,968.18- Flagstaff Hill, Happy Valley, Aberfoyle Park
 \$12,221.19- Plympton, South Plympton, North Plympton, Camden Park
 \$12,185.55- Brighton, South Brighton, North Brighton, Hove
 \$8,451.81- West Beach, Fulham, Fulham Gardens
 \$6,535.44- Hallett Cove, O'halloran Hill, Sheidow Park
 \$6,030.06- Oaklands Park, Warradale
 \$5,736.61- Ascot Park, Marion, Mitchell Park, Morphetville
 \$5,736.03- Grange

Marketing Statistics

Marketing Type	People Reached	Engagement
Jetty Road Social Media- FB & Instagram	22,836 FB. 23,502 IG	1,782
Jetty Road Glenelg, Webpage Visits	15,451	9,702
Consumer Newsletter	1,673	817
Adelady	142,146	2,478
NOVA 91.9 Radio	390,000	
NOVA Podcast	148,775	
TOTAL	744,383	14,779

By comparison last year's Jayco Spend and Win campaign achieved 2,308 valid entries, a total of \$260,000 in visitor expenditure, marketing reach to an audience of 1.15 million people with a total campaign spend of \$57,870.

BUDGET

The competition budget allocated was \$53,200. The Scratch & Win campaign came in \$6,948 under budget:

Item	Amount
Design and installation – posters, counter top display cards, street corflute's	\$4,000
Lotteries License	\$1,500
Scratch Cards	\$5,698
Prize Costs	\$9,975
Radio NOVA 91.9 Radio campaign	\$17,054
NOVA 91.9 Nova Podcasts	\$4,395
Digital Promotion and Advertising including InDaily & Adelady advertising	\$3,630
TOTAL	\$46,252

LIFE CYCLE COSTS

Not Applicable

Item No: **8.4**

Subject: **EVENT CINEMA STREET ART PROJECT**

Date: 4 August 2021

Written By: Jetty Road Development Coordinator

General Manager: Community & Business Services, Ms M Lock

SUMMARY

At the JRMCM marketing brainstorming session on 29 June 2021 the attendees discussed the importance of the Event Cinema in Jetty Road's promotions to drive visitation. Street art was discussed to be placed on the corner wall visible from Cowper Street, under the Event Cinema logo to draw attention to the cinema. Consultation with the Community, Arts & Culture Coordinator at the City of Holdfast Bay and the JRMCM have taken place regarding a project with artist Mathew Fortrose, with a total project value of \$15,900.

RECOMMENDATION

That the JRMCM note this report and endorse a budget allocation of \$3,900 from the 2021/22 Retail Strategy budget to be allocated towards the Cinema corner wall project on Cowper Street for a commencement of 16 August 2021.

COMMUNITY PLAN

Placemaking: Creating lively and safe places
Placemaking: Building character and celebrating history
Community: Providing welcoming and accessible facilities
Economy: Boosting our visitor economy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

At the JRMCM marketing brainstorming session on 29 June 2021 the attendees discussed the importance of the Event Cinema to the precinct in Jetty Road's promotions and to drive visitation. Street art was discussed to be placed on the corner wall visible from Cowper Street, under the Event Cinema logo to draw attention to the cinema.

Following the brainstorm session the Jetty Road Development Coordinator liaised with the Community, Arts & Culture Coordinator at the City of Holdfast Bay in regards to this initiative. It was advised there was already a City of Holdfast Bay public art project in the pipeline on a previously identified site in the Milton Street laneway (on the Cinema building wall directly behind The Strand/Cardone's Seafood). This project in the pipeline uses the same artist Mathew Fortrose whose artwork is currently on the back of The Strand wall.



Image: Cinema wall, Milton Street – City of Holdfast Bay project value \$12,000

The Jetty Road Development Coordinator requested to expand the scope of the City of Holdfast Bay project to include additional street art on the corner cinema wall, on Cowper Street. The below complimentary design was prepared and distributed to the JRMCM on 23 July for feedback. The total value of the corner artwork addition is \$3,900, where funding is sought from the JRMCM for this element.



Image: Cinema corner wall, Cowper St, Glenelg – JRMCM funded artwork

REPORT

This project aligns to the Jetty Road Retail Strategy 2018-2022 to enhance and promote the precinct as a vibrant shopping, leisure and recreational area with year-round appeal to residents and visitors. The Milton Street cinema wall artwork is scheduled to commence on 16 August and it is suggested that the corner cinema wall artwork could be completed as part of the same project. Partner contributions were sought from Event Cinemas and the landlord who both declined the request. The Jetty Road Development Coordinator is seeking a funding contribution of \$3,900 from the JRMCM towards this project.

BUDGET

The 2021/22 budget includes \$20,000 for implementing actions contained in the Summary. Total JRMCM project contribution \$3,900.

LIFE CYCLE COSTS

Nil.

Item No: **8.5**

Subject: **JETTY ROAD EVENTS UPDATE**

Date: 4 August 2021

Written By: Jetty Road Development Coordinator

General Manager: Community & Business Services, Ms M Lock

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.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this report.

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

Alpine Winter Festival

The Alpine Winter Festival opened on 25 June on the Glenelg Foreshore and was scheduled to finish on 18 July. On 13 July, the City of Holdfast Bay and Momentarily announced the festival would be extended to Sunday 25 July due COVID-19 restrictions announced on Monday 28 June which were effective Tuesday 29 June. Then on 20 July further restrictions

came into effect which immediately forced the closure of the event as part of the state-wide 'Stay at Home' order. An event debrief report will be provided at the next JRMC meeting.

Glenelg Ice Cream Festival

The Glenelg Ice Cream Festival is a family friendly event that is scheduled to take place on Sunday 30 October from 11am – 5pm. Timing of the event is aligned to welcome visitors back to the Bay for Summer, to align with the arrival of the Giant Ferris Wheel and to ensure works associated with the Chapel Street Plaza redevelopment are complete. The Jetty Road Development Coordinator, Jetty Road Assistant and Events team have commenced planning for the event and opened the expression of interest for traders to participate in the event. The EOI was distributed via the Jetty Road Trader Newsletter on 15 July. The footprint for the event is to include Jetty Road, Glenelg, Chapel Street Plaza, Moseley Square and the Glenelg Foreshore. The event will trade from 11am – 5pm with side-street and Moseley Square activations to continue to trade until 10.00pm (TBC) (Milton, Soal, Waterloo, Sussex and Durham Streets as well as Moseley Square).

Proposed entertainment:

- Fashion parade
- Roving entertainment
- Kids activities
- Other installations

A meeting took place on July with representatives of SA Police to discuss the event, SA Health COVID-19 management requirements and seek their in principle support to proceed with the format of the event.

City to Bay 2021

The City to Bay Run event is scheduled to take place on 19 September.

Summer Events 2021/22

- Glenelg Sunset Markets – scheduled to be held on 12 December 2021, 9 & 30 January, 13 & 20 February and 13 March 2022.
- Giant Ferris Wheel is scheduled to return from 29 October 2021 to 8 May 2022
- Christmas Weekend – scheduled to be held on 27 and 28 November.
Concepts are underway to develop a Christmas weekend which comprises of multiple activations to drive visitation and spend across the precinct. Activations will include the sunset markets, installations, children's activities and a potential activation in Chapel Street Plaza.
- Beach Concerts are scheduled to be held on the following dates:
 - 11 December 2021
 - 15 January 2022
 - 27 & 28 February 2022
 - 5 March & 26 March
- New Year's Eve – 31 December 2021 fireworks display and concert.

BUDGET

The 2020/21 and 2021/22 budget provides sufficient funds to deliver the above mentioned events.

LIFE CYCLE COSTS

Not applicable

Item No: **8.6**

Subject: **JETTY ROAD GLENELG BUSINESS SURVEY 2021**

Date: 4 August 2021

Written By: Jetty Road Development Coordinator

General Manager: Community & Business Services, Ms M Lock

SUMMARY

The Jetty Road Mainstreet Committee (JRMCC) aim to measure improvements and changes in the precinct and identify areas of focus to improve the business environment via the distribution of an annual Jetty Road Glenelg Business Survey. A draft survey was distributed to the JRMCC on 23 July for feedback and the survey is scheduled to be released on 10 August. The survey aligns to priority area 4. Working Better Together in the Jetty Road Glenelg Retail Strategy 2018-2022.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this report.

COMMUNITY PLAN

Economy: Supporting and growing local business
Economy: Making it easier to do business
Economy: Boosting our visitor economy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The Jetty Road Retail Strategy guides the future direction and identifies actions required to maintain a prosperous retail sector. The Retail Strategy identifies four priority areas of which the Jetty Road Glenelg Business Survey 2021 aligns to priority 4:

4. Work better together

Council and the Jetty Road Mainstreet Committee will continue to work closely to ensure that the needs of traders, landlords and consumers are respected, to advocate for the precinct, and to leverage the opportunities presented through partnerships and future development

Measure:

Sentiment of traders and landlords with the Jetty Road Mainstreet Committee through the annual Jetty Road Business Survey.

REPORT

A well-coordinated and professional approach to mainstreet management will ensure the continued success of Jetty Road, Glenelg. The precinct requires the support of key private and public stakeholders to remain prosperous. The JRMC aim to measure improvements and changes in the precinct and identify areas of focus to improve the business environment. The 2021 Jetty Road Glenelg Business Survey covers the following key areas relating to trading and the customer environment:

- Streetscape management and planning
- Community safety and wellbeing
- The Jetty Road Glenelg Masterplan
- Marketing the precinct
- Events within the precinct
- Business resilience due to COVID-19
- Business support and capability requirements

A draft copy of the survey was distributed on 23 July 2021 to the JRMC for the committee to provide feedback to the Jetty Road Development Coordinator by COB 27 July.

The survey is scheduled to be released on 10 August 2021 via the Jetty Road Trader Newsletter, survey responses will close on 31 August 2021. To incentivise traders to complete the survey, a prize will be offered for a trader to go in the draw to win a \$100 Jetty Road Gift Card and a free half page advert in the 2021/22 summer edition of the Jetty Road LOCAL Magazine.

BUDGET

The 2021/22 budget includes \$20,000 for implementing actions contained in the Retail Strategy.

LIFE CYCLE COSTS

Nil.

Item No: **8.7**

Subject: **MOSELEY SQUARE PRECINCT LIGHTING**

Date: 4 August 2021

Written By: Jetty Road Development Coordinator

General Manager: Community & Business Services, Ms M Lock

SUMMARY

The Jetty Road Mainstreet Committee installed lighting around the palm trees in Moseley Square in 2020 to improve the night time appeal and aesthetic in the precinct. The Chair of the JRMC has requested that the City of Holdfast Bay turn off or soften the Council own lighting infrastructure in Moseley Square as it detracts from the night time aesthetic in Moseley Square.

RECOMMENDATION

That Council review the lighting in Moseley Square to improve the ambience in the precinct.

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 installed lighting around the palm trees in Moseley Square in 2020 to improve the night time appeal and aesthetic in the precinct.

REPORT

The Chair of the JRMC has requested that the City of Holdfast Bay turn off or soften the Council own lighting infrastructure in Moseley Square as it detracts from the night time aesthetic in Moseley Square. The Chair queried maintenance work being undertaken at the time on the Moseley Square lights. Images below provided by the Chair to the Jetty Road Development Coordinator on 16 July 2021.



The Jetty Road Development Coordinator made enquiries with Council's City Assets division in regards to the lighting maintenance being undertaken in Moseley Square. The Chair was provided with the following information on 9 July:

The works were being implemented to ensure that the lighting in Moseley Square aligns to the Australian standards for lighting of public spaces.

The City of Holdfast Bay must maintain a level of lighting for community safety and align to national standards and as a result a consultant from WGA was contracted to design a compliant lighting system based on AS1158 Part 3.1 **"Lighting for roads and public spaces"**.

Particular attention was placed upon to Table 2.3 in the guidelines (Lighting Engineering specifications document): **"Lighting Subcategories For Public Activity Areas (excluding car parks)"**.

The Chair has written to the Jetty Road Development Coordinator on 9 July to request that Council review the lighting in Mosley Square, stating that the tree lights now installed provide ambient light for the square to cover the regulations. The Chair advises that previously the lights were a warm white and the new council lights are a natural white colour and they detract from the tree lights.

BUDGET

Not Applicable

LIFE CYCLE COSTS

Not Applicable