

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 14 December at 6.00pm

Roberto Bria
CHIEF EXECUTIVE OFFICER

Jetty Road Mainstreet Committee Agenda

1. OPENING

The Chairperson, Ms Gilia Martin will declare the meeting open at 6:00 pm.

2. KAURNA ACKNOWLEDGEMENT

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

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

3. APOLOGIES

3.1 Apologies received

3.2 Absent

4. DECLARATION OF INTEREST

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

5. CONFIRMATION OF MINUTES

Motion

That the minutes of the Jetty Road Mainstreet Committee held on 2 November 2022 be taken as read and confirmed.

6. QUESTIONS BY MEMBERS

6.1 Without Notice

6.2 With Notice - Nil

7. MOTIONS ON NOTICE - Nil

8. PRESENTATIONS**8.1 Jetty Road Masterplan**

Ms Cherie Armfield, Project Manager, Public Realm & Urban Design will provide an update on the Jetty Road Masterplan.

8.2 2023/24 Jetty Road Events

Ms Akarra Klingberg, Jetty Road Development Coordinator and Ms Regan Forrest, Manager, City Activation will present opportunities for the 2022/23 Event Season for discussion.

9. REPORTS/ITEMS OF BUSINESS

- | | | |
|-----|--------------------------|---------------------|
| 9.1 | Monthly Finance Report | (Report No: 479/22) |
| 9.2 | Marketing Update | (Report No: 480/22) |
| 9.3 | Jetty Road Events Update | (Report No: 481/22) |

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 1 February 2023 in the Parlour Meeting Room, Glenelg Town Hall, Glenelg.

12. CLOSURE

ROBERTO BRIA
CHIEF EXECUTIVE OFFICER

Item No: 9.1

Subject: **MONTHLY FINANCE REPORT**

Date: 14 December 2022

Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

SUMMARY

This report provides an update on the Jetty Road Mainstreet income and expenditure as at 30 November 2022.

RECOMMENDATION

That the Jetty Road Mainstreet Committee notes this report.

STRATEGIC PLAN

Innovation: entrepreneurialism
Sustainability: resilience in our 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 Jetty Road Mainstreet financial year 2022/23 income and expenditure statement is presented for information.

Refer Attachment 1

The 2022/23 Jetty Road Mainstreet budget for November has been delivered on track.

Further information on the current variances:

Lighting

Lighting is currently \$1,427 overspent due to the need to purchase longer lengths of bud lights for the trees in Moseley Square. Originally 3m lengths had been used which required multiple connections.

BUDGET

Not applicable

LIFE CYCLE COSTS

There are no lifecycle costs associated with this report.

Attachment 1



INCOME & EXPENDITURE STATEMENT 30 November 2022

	Annual Budget	YTD Budget	YTD Actuals	Variance	2020/21 Actuals	2021/22 Actuals
Revenue						
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	8,000	5,998	(2,002)	19,464	14,469
	637,630	625,630	623,627	(2,003)	606,603	617,523
Expenses						
Employee Costs	211,984	80,735	73,999	6,736	207,435	216,716
Sponsorships	34,500	20,000	-	20,000	-	25,030
Event Management	54,909	13,000	12,268	732	23,585	3,778
Retail Strategy Implementation	15,000	-	-	-	480	-
Christmas Decorations	-	-	-	-	-	10,000
Food & Drink	2,500	146	397	(251)	456	292
Directory Board	1,000	-	-	-	-	655
Donations	500	-	-	-	-	-
Lighting	-	-	1,427	(1,427)	41,618	19,363
COVID-19 Related Expenditure	-	-	-	-	-	22,125
Gift Card Expenditure	2,156	538	3,586	(3,048)	12,045	9,756
Other Expenditure	-	-	185	(185)	629	747
Professional Services	37,500	6,000	6,567	(567)	-	39,697
Marketing					206,578	
Signage	50,000	14,000	7,424	6,576	-	22,975
Public Relations	39,740	11,740	4,497	7,243	-	27,082
Publications	60,000	30,000	26,740	3,260	-	70,995
Advertising	15,000	7,500	2,676	4,824	-	10,176
Promotions	43,750	2,813	650	2,163	-	67,741
Marketing Contingency	22,000	6,251	8,100	(1,849)	-	22,754
Events and Activations						
Pro Hustle Basketball	-	-	-	-	-	15,000
Co-funded Events						
Winter Activation	40,000	40,000	40,000	-	43,268	44,304
Summer Activation	50,000	-	-	-	-	-
Spring Street Party	50,000	50,000	50,000	-	-	30,000
March Activation	-	-	-	-	-	30,000
	730,539	282,723	238,516	44,207	536,094	689,186
Net Profit/(Loss)*	(92,909)	342,907	385,111	42,204	70,509	(71,663)

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

INCOME & EXPENDITURE STATEMENT 30 November 2022

		Annual Budget	YTD Budget	YTD Actuals	Variance
Expenses					
Marketing					
Signage	Tram Wrap and outdoor advertising	50,000	14,000	7,424	6,576
	SA Style Mag, CityMag, Blogs and Consumer News, be Local Campaign, photoshoot, influencers, Winter Warmers Digital	39,740	11,740	4,497	7,243
Public Relations	JR LOCAL Magazine	60,000	30,000	26,740	3,260
	Social Media advertsing, Website, Google Adwords, YouTube advertising	15,000	7,500	2,676	4,824
Advertising	Shopping campaigns including Spend + Win	43,750	2,813	650	2,163
Promotions	Marketing contingency	22,000	6,251	8,100	(1,849)
Marketing Contingency					
		230,490	72,304	50,087	22,217

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

Item No: 9.2

Subject: **MARKETING UPDATE**

Date: 14 December 2022

Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

SUMMARY

This report provides an update on the marketing initiatives undertaken by the Jetty Road Mainstreet Committee aligned to the 2022/23 Marketing Plan and initiatives associated to the delivery of the Jetty Road Glenelg Retail Strategy 2018-2022.

RECOMMENDATION

That the Jetty Road Mainstreet Committee notes this report

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 2022/23 Marketing Plan.

REPORT

Consumer News

The monthly Jetty Road consumer newsletter was emailed to over 7,533 subscribers on Monday 21 November 2022. The edition focused on the Glenelg Christmas Pageant, Black Friday Sales and Festive Dining.

- 46% open rate with 3,429 opens and 215 total clicks.

The Black Friday and festive dining blogs received the most clicks through to the Jetty Road website.

Trader News

- **Monday 31 October 2022– 427 recipients –21.5% open rate**
CCTV Update
- **Tuesday 8 November 2022 (resent 10 November)– 427 recipients – 55% open rate**
Ice Cream Festival, Christmas Window Competition and Bayside Bevvies
- **Wednesday 16 November 2022 (resent 17 November)– 429 recipients – 63% open rate**
FOGO, Night works, Tram EOI, Pageant

Open rates have been steadily increasing and resending the e-newsletter has seen further engagement. Emails are also shared in the trader Facebook group creating further opportunity for engagement.

Additionally, key updates are shared as individual posts in the trader group, this is particularly important for road closure information.

CityMag – Print Edition

A Jetty Road Feature, *'It's Staycation time in Glenelg'* was distributed via the CityMag EDM and featured on their website 5 October 2022. It was also included in the Summer 2022 print edition of the publication. The feature focused on encouraging people to take time out and stay in Glenelg, highlighting dining, shopping, leisure and the line-up of summer events.



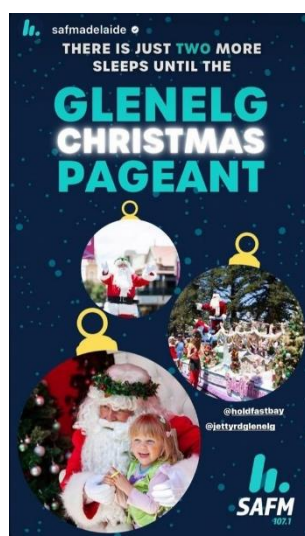
Shopping Campaigns – Christmas Shopping

Shopping Campaigns - Radio Advertising

Aligned with the Jetty Road Marketing Plan, radio advertising was confirmed with SAFM radio station for the shopping campaigns. The first of these have been rolled out with Black Friday with additional promotion received for the Glenelg Christmas Pageant.

SAFM was chosen as their listeners align with the Jetty Road key target market. 85% of SAFM listeners prefer to shop locally with 265,000 listeners tuning in weekly. Adelaide females aged between 24 and 54 make up 55% of listeners.

Results will be presented following each campaign.



Jetty Road Website – 22 October 2022 – 21 November 2022

- Website visitation continued to increase with Sea to Shore being a significant driver of website visitation.
- Acquisition from social media has seen an increase to 16.1% from 11.9 % in October and 2.2% in September:
 - Facebook accounts for 86% and Instagram 13%

The Jetty Road website report has been provided as an attachment to this report.

Refer Attachment 1

Social Media

Jetty Road, Glenelg social media reporting for Facebook and Instagram is reflected for the period of 21 October 2022 to 20 November 2022.

Social media schedule includes:

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

A new Social Media reporting tool has been implemented to assist with monitoring of both Facebook and Instagram. This tool will provide additional reports for the committee.

Facebook – 21 October 2022 to 20 November 2022

	21 August – 20 September	21 September – 20 October	21 October – 20 November
Page Followers	29,564 ↑	29,638 ↑	29,832 ↑
Posts	25 ↑	26 ↑	29 ↑

Instagram - 21 October 2022 to 20 November 2022

	21 August – 20 September 2022	21 September – 20 October 2022	21 October – 20 November 2022
Followers	19,978 ↓	19,974	20,087
Posts	27 ↑	24 ↓	29 ↑

BUDGET

The JRMC allocated \$230,490 towards implementing the 2022/23 Marketing Plan, of which \$50,087 has been expended as at 30 November 2022.

LIFE CYCLE COSTS

Not applicable

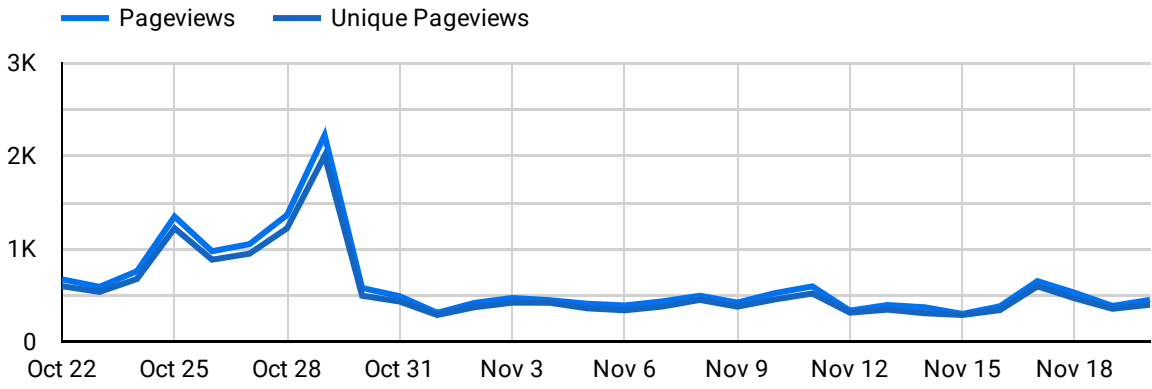
Attachment 1



Overview

Oct 22, 2022 - Nov 20, 2022

Overview of your customers behaviors



Pageviews

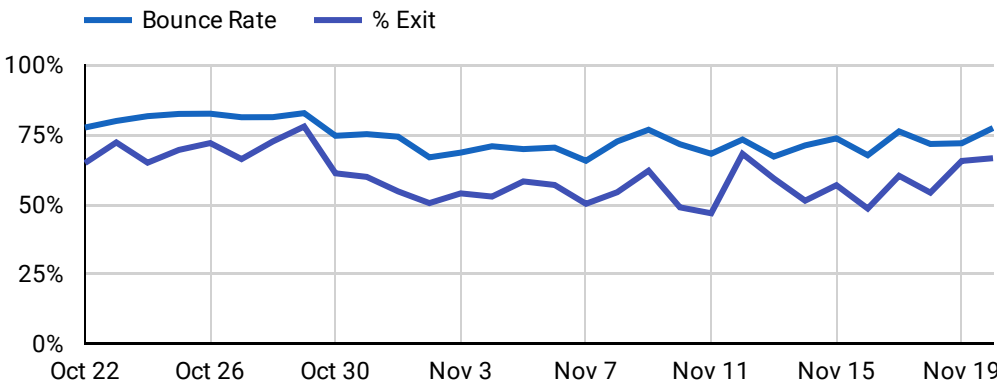
18,619

Unique Pageviews

16,648

Avg. Time on Page

00:01:15



Bounce Rate

77.17%

% Exit

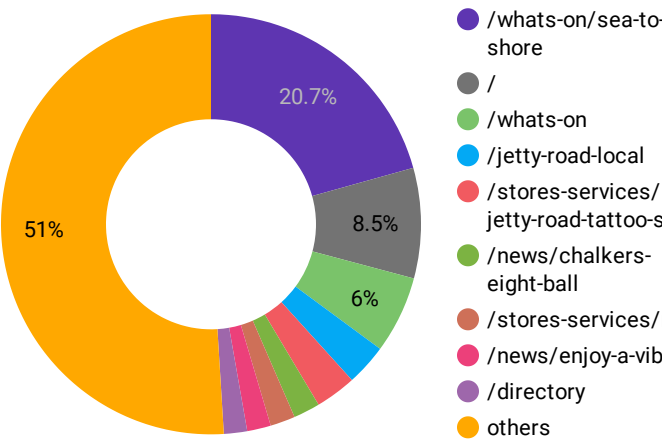
63.47%

Pages / Session

1.58

What do customer see when they are in your website?

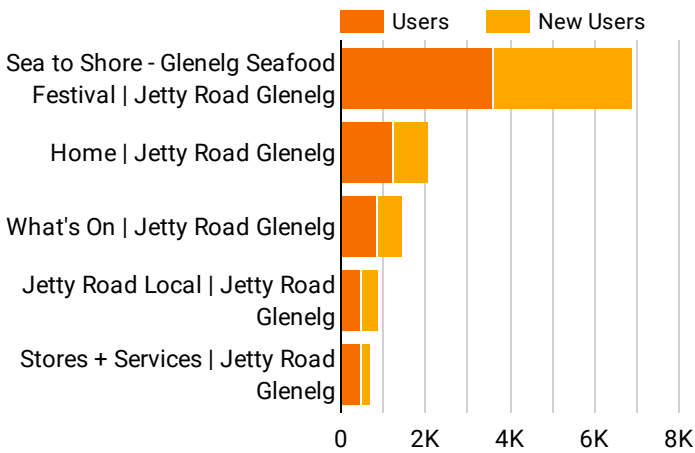
Which page is the most popular?



Page	Pageviews
1. /whats-on/sea-to-shore	3,848
2. /	1,580
3. /whats-on	1,108
4. /jetty-road-local	594
5. /stores-services/jetty-ro...	586
6. /news/chalkers-eight-b...	381
7. /stores-services/restaur...	358
8. /news/enjoy-a-vibrant-s...	340
9. /directory	333
10. /visit/parking	295

1 - 10 / 2151

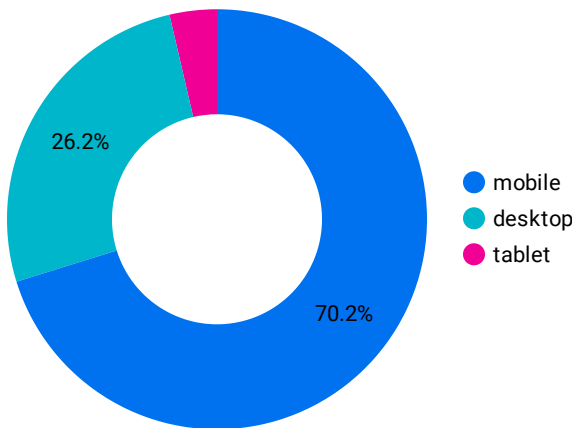
Most popular pages with title breakdown



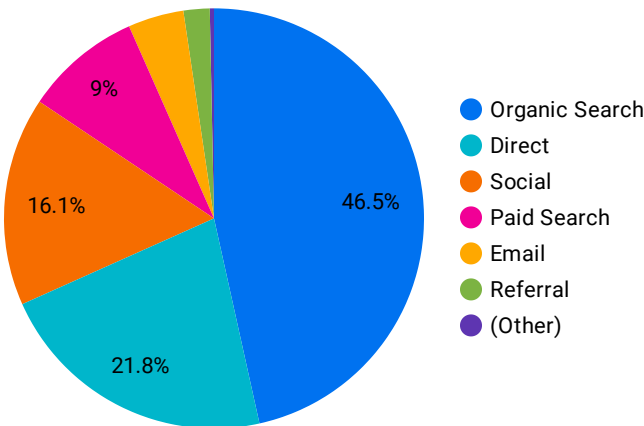
Page Title	Pageviews
1. Sea to Shore - Glenelg S...	4,863
2. Home Jetty Road Glen...	1,589
3. Stores + Services Jetty...	1,552
4. What's On Jetty Road ...	1,192
5. Restaurants, Cafes & B...	809
6. Jetty Road Local Jetty...	606
7. Jetty Road Tattoo Studi...	586
8. Glenelg Christmas Pag...	531
9. Explore Jetty Road, Gle...	514
10. Fashion Jetty Road Gl...	428

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Device Type

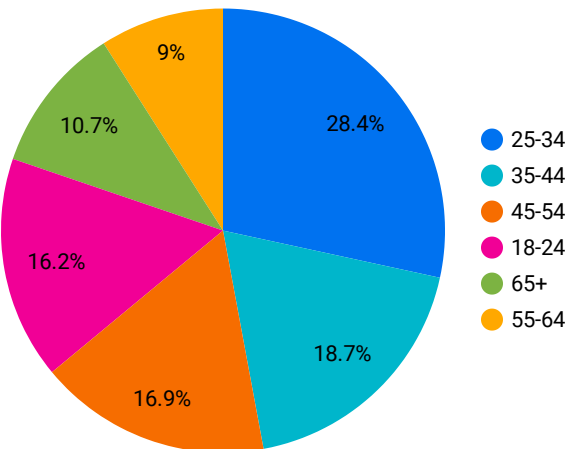


Website Traffic Source

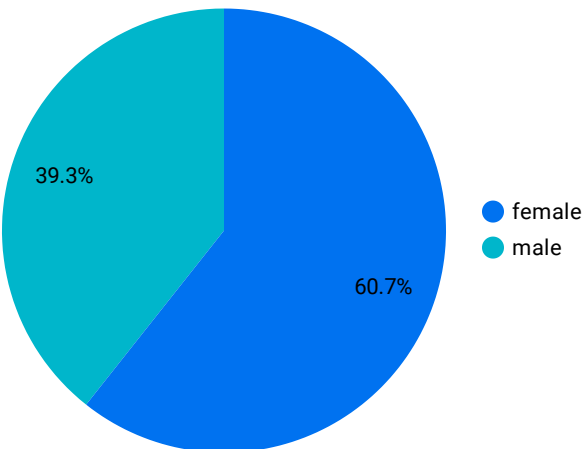


Who is visiting your site?

Age



Gender



Item No: 9.3

Subject: **JETTY ROAD EVENTS UPDATE**

Date: 14 December 2022

Written By: Manager City Activation

General Manager: Community and Business, Ms M Lock

SUMMARY

Jetty Road Mainstreet Committee (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 recent and upcoming events.

RECOMMENDATION

That the Jetty Road Mainstreet Committee notes this report.

STRATEGIC PLAN

Innovation: entrepreneurialism for lifelong growth, economic and social vibrancy

COUNCIL POLICY

Not applicable

STATUTORY PROVISIONS

Not applicable

BACKGROUND

The JRMC 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 2022/23 financial year the JRMC have 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 – Ice Cream Festival

Sponsored

\$25,000 – Glenelg Christmas Pageant

JRMC Initiatives

At the 2 November 2022 meeting, JRMC resolved to commit \$4000 to the Meet Santa in Chapel Plaza activation.

Sea to Shore – Glenelg Seafood Festival

Co-funded event: \$50,000 Jetty Road, \$50,000 Council

Date: 29 October 2022

Location: Jetty Road and Foreshore

On 29 October 2022 the inaugural Sea to Shore event showcased some of Australia's finest seafood, brought fresh to visitors from top South Australian producers and chefs. From 11am the Glenelg Foreshore came alive with seafood stalls selling carefully curated dishes, accompanied by a bar selling South Australian wine, beers, spritzers and gin. The favourable weather brought a pleasant atmosphere and with many dishes selling out, the event was incredibly popular. Later in the afternoon restaurants and businesses took over Jetty Road Glenelg with the street closed to create a piazza-style activation running into the evening. It is estimated a total of 25,000 people experienced Sea to Shore on both the Foreshore and on Jetty Road.

Sea to Shore is expected to become an annual event, with the event design to be evolved and refined in response to feedback received this year. Research conducted on the day by McGregor Tan showed a high intention to return (73%) and an even higher intention to recommend to others (93%). Average spend per person was reported as \$101, which translates to a net contribution of more than \$2.5 million to the local economy.

Glenelg Christmas Pageant

Date: 27 November 2022

Location: Glenelg

The Christmas Pageant returned to Glenelg for the first time since 2019, with an estimated 25,000 people lining Jetty Road to view the parade of 50+ floats featuring more than 1800 participants. Floats represented a number of community groups as well as Jetty Road traders including Caruso's, Cibo Espresso and Daisy & Hen.

At the conclusion of the pageant, Moseley Square came alive with the Children's Christmas village featuring a range of children's activities, letter writing to Santa, as well as the opportunity for children and families to have their photo taken with Santa and Mrs Claus in the Glenelg Town Hall. AFL Max and Coles Healthy Kicks supported the event with activations on the foreshore.

Sunset Markets

Dates: 27 November 2022 (Colley Reserve), 11 December 2022 (Glenelg Foreshore), 15 January 2022 (Glenelg Foreshore), 12 February 2022 (Glenelg Foreshore), 12 March 2022 (Glenelg Foreshore)

The Sunset Markets returned to Glenelg on 27 November 2022 with a bumper event on Colley Reserve featuring over 100 market stalls. The first event of the 2022/23 summer season coincided with the Glenelg Christmas Pageant encouraging people to stay in the area. The four remaining markets will all take place on the Glenelg Foreshore.

Meet Santa in Chapel Plaza

Date: 10 December 2022

Location: Chapel Plaza

An activation to bring Christmas cheer to Jetty Road, Glenelg. Families (adults, kids, grandchildren) encouraged to visit the precinct with the whole family to visit with Santa in Chapel Plaza and then explore the precinct, shop and dine.

New Year's Eve

Date: 31 December 2022

Location: Glenelg and Brighton

Returning for the first time since 2019, NYE celebrations bring in the New Year with a family friendly, alcohol free night of entertainment and fireworks. Organised celebrations are also an important means of reducing risk for unplanned and unmanaged crowds.

With NYE celebrations in the CBD limited to ticketed events with capacity <10,000, and no significant NYE celebrations planned in other metropolitan areas, favourable weather conditions could attract record crowds to Glenelg in 2022. The main stage and a repeater screen will be positioned in such a way as to maximise dispersal of expected crowds and maintain a safe, family-friendly atmosphere.

There will be fireworks at 9:30pm and midnight at Glenelg, with entertainment from 7pm to approximately 12:45pm:

- Host/MC and entertainment between sets by **DJ Jaki J**
- **7pm** Kids Entertainment led by **Born 2 Boogie**, enticing children to get up and dance
- **8:10pm Mr. Buzzy** bring their unique, energetic vibe – with a versatile range from Jackson 5 to Bruno Mars. With their dynamic stage presence, exciting performances and fantastic four part harmonies, Mr. Buzzy is a guaranteed crowd pleaser, keeping patrons entertained.
- **9:30pm Fireworks**
- **11pm** The **Australian Rock Collective** share a passion for rock and roll that spans decades. Featuring members of legendary Australian bands **Spiderbait**, **Jet**, **Powderfinger**, **You Am I** and **The Wrights**, the group's members remain key players in one of Australia's most lauded musical dynasties.
- **Midnight Fireworks**
- **12:10am** Encore performance by Australian Rock Collective
- **12:45am (approx.)** Entertainment concludes

Summer Activation – Glenelg Ice Cream Festival and Santos Tour Down Under Women's Stage One Start

Date: 14 and 15 January 2023

Location: Jetty Road, Glenelg

The Summer activation will continue to build on the Ice Cream Festival with a traditional and much-loved Glenelg Street Party. The Street Party will be held on Saturday 14 January 2023 from 4 till 11pm. The following morning, Sunday 15 January 2023, the Santos Tour Down Under Women's Stage One will commence from Jetty Road, Glenelg. Promotion of the event is scheduled to commence on 12 December 2022, and will include promotion in strategically selected areas of the Adelaide CBD, to reach people travelling in and around the city for the Strikers match and the Tour Down Under tour village.

Other upcoming and ongoing events:

In addition to JRMCA 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:

- **Moseley Beach Club:** Trading commenced on 3 December 2022 and will run until 2 April 2023.
- **Bay Sheffield:** The 136th Bay Sheffield will return to Colley Reserve on 27-28 December 2022. Preparation of the turf for the event will commence in early December, with no events to be held on Colley Reserve after 1 December 2022.
- **Glenelg Greek Festival with the Blessing of the Waters:** annual event which incorporates the Christian Orthodox celebration of the Blessing of the waters as well as Greek food, music and dancing. Jimmy Melrose Reserve and Jetty, 7-8 January 2023.
- **SA Open Beach Volleyball:** SA's longest running beach volleyball tournament with over 40 years of history. Glenelg Beach, 13-15 January 2023.
- **Glenelg Swim Run:** SA State Aquathlon Championships. Jimmy Melrose Reserve, 13-14 January 2023.
- **Confidential Event Activation:** 14-16 January 2023, Colley Reserve. To align with Women's Tour Down Under event.
- **Carl Cox and Eric Powell Mobile Disco:** Carl Cox and Eric Powell, two of Australia's most sought-after DJs, will once again dig through their extensive record collections to entertain crowds on Glenelg's foreshore. Sunday 22 January 2023.
- **Australia Day:** annual citizenship and awards ceremony, to be held on Glenelg Foreshore on 26 January 2023.
- **Open Air Sounds x The Local:** Licenced and ticketed music event exclusively featuring SA acts. Jimmy Melrose Reserve, 4 February 2023.

BUDGET

The 2022/23 JRMCA has budget allocations for all the events as described above.

LIFE CYCLE COSTS

There are no life cycle costs associated with this report.