

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 4 May at 6.00pm

A stylized, handwritten signature in black ink.

**Roberto Bria
CHIEF EXECUTIVE OFFICER**

Jetty Road Mainstreet Committee Agenda

1. OPENING

The Deputy 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 6 April 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 The Rotary Youth Photographic Exhibition**

Mr Phil Holgate, Rotary Club of Somerton Park Representative will present sponsorship opportunities in relation to the upcoming Youth Photographic Exhibition

8.2 Spendmapp Data Presentation

Ms Regan Forrest, Manager City Activation, will present a quarterly update on the Spendmapp data for the Glenelg Precinct.

9. REPORTS/ITEMS OF BUSINESS

- | | | |
|-----|----------------------------|---------------------|
| 9.1 | Monthly Finance Report | (Report No: 133/22) |
| 9.2 | Jetty Road Events Update | (Report No: 134/22) |
| 9.3 | Marketing Update | (Report No: 135/22) |
| 9.4 | JRMC Committee Vacancies | (Report No: 141/22) |
| 9.5 | Jetty Road Brand Blueprint | (Report No: 140/22) |

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 June 2022 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: 4 May 2022

Written By: Jetty Road Development Coordinator

General Manager: Community and Business Services, Ms M Lock

SUMMARY

The Jetty Road Mainstreet Committee March 2022 variance report is presented for information of the members of the Jetty Road Mainstreet Committee.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note 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 (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 2021/22 Jetty Road Mainstreet budget as at 31 March is on track. Variances between YTD Budget and Actuals are due to timing differences and are not operationally significant.

Note that the Retail Strategy implementation has included an allocation for a Landlord Lunch, with the relaxing a COVID-19 restrictions, planning can commence to bring the landlords together.

Public Relations includes allocations for the Be Local Campaign and a photo shoot which will be undertaken in May and June.

BUDGET

Not applicable

LIFE CYCLE COSTS

There are no lifecycle costs associated with this report.

INCOME & EXPENDITURE STATEMENT 31 March 2022

	Annual Budget	YTD Budget	YTD Actuals	Variance	2019/20 Actuals	2020/21 Actuals
Revenue						
General Rates Raised	598,480	598,480	598,469	(11)	578,076	584,449
Gift Card Income	-	-	2,985	2,985	-	2,690
Other Income	20,000	14,000	5,549	(8,451)	4,064	19,464
	618,480	612,480	607,003	(5,477)	582,140	606,603
Expenses						
Employee Costs	206,153	151,819	155,029	(3,210)	126,282	207,435
Sponsorships	26,500	26,500	25,030	1,470	5,764	-
Event Management	39,500	10,000	2,410	7,590	31,236	23,585
Retail Strategy Implementation	10,000	10,000	-	10,000	25,633	480
Christmas Decorations	10,000	10,000	10,000	-	20,417	-
Food & Drink	3,500	2,600	271	2,329	4,050	456
Directory Board	2,500	-	-	-	-	-
Donations	2,500	-	-	-	-	-
Lighting	18,850	18,850	19,251	(401)	-	41,618
COVID-19 Related Expenditure	20,000	20,000	22,125	(2,125)	-	-
Gift Card Expenditure	5,000	3,000	6,322	(3,322)	4,195	12,045
Other Expenditure	-	-	306	(306)	454	629
Marketing					142,079	206,578
Social Media Management	36,000	30,000	29,825	175		
Signage	24,079	20,000	15,542	4,458		
Public Relations	37,740	25,000	13,177	11,823		
Publications	60,000	43,000	40,740	2,260		
Advertising	15,600	12,000	1,946	10,054		
Promotions	43,750	30,000	6,456	23,544		
Marketing Contingency	31,380	20,000	15,188	4,812		
Events and Activations						
Pro Hustle Basketball	15,000	-	-	-		
Side Street Activation Grant	15,000	-	-	-		
Co-funded Events						
Winter Activation	40,000	20,000	20,532	(532)	66,389	43,268
Tour Down Under Street Party		-	-	-	42,527	-
Spring Street Party	30,000	30,000	30,000	-	30,931	-
Seafood Festival	50,000	-	-	-	-	-
March Activation	40,000	-	-	-	-	-
Christmas Pageant					20,000	-
Gin Festival					23,209	-
	783,052	482,769	414,150	68,619	543,166	536,094
Net Profit/(Loss)*	(164,572)	129,711	192,853	63,142	38,974	70,509

*Annual Budget includes carry forward amount from 2020/21 of \$164,572

INCOME & EXPENDITURE STATEMENT 31 March 2022

		Annual Budget	YTD Budget	YTD Actuals	Variance
Expenses					
Marketing					
Social Media Management	Social Media Management	36,000	30,000	29,825	175
Signage	Tram Wrap	24,079	20,000	15,542	4,458
	SA Style Mag, CityMag, Blogs and Consumer News, be				
	Local Campaign, photoshoot, influencers, Winter Warmers				
Public Relations	Digital	37,740	25,000	13,177	11,823
Publications	JR LOCAL Magazine	60,000	43,000	40,740	2,260
Advertising	Social Media advertsing, Website, Google Adwords, YouTub	15,600	12,000	1,946	10,054
Promotions	Shopping campaigns	43,750	30,000	6,456	23,544
Marketing Contigency	Marketing contingency	31,380	20,000	15,188	4,812
		248,549	180,000	122,874	57,126

**Annual Budget includes carry forward amount from 2020/21 of \$164,572*

Item No: 9.2

Subject: **JETTY ROAD EVENTS UPDATE**

Date: 4 May 2022

Written By: Manager, City Activation

General Manager: Community and 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.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note 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 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

2022/23 Event Schedule

The current proposed 2022/23 JRMC Budget includes funding for the following events:

- Winter Activation (co-funded with Council)
- Spring Street Party (co-funded with Council)
- Summer Street Party (co-funded with Council)
- Sunset Markets
- Christmas at the Bay/Christmas Pageant (depending on event model endorsed by Council)
- Beach volleyball
- Tunes on Chapel, laneway pop ups /other

Council is currently considering budget allocations for the 2022/23 financial year including which events will form part of the annual calendar. More information will be provided when available.

Autumn/Winter 2022 Events:

Pro Hustle 3x3 Basketball (Co-funded event: total budget \$45,000)

Date: Saturday 28 and Sunday 29 May

Expected attendance: 10,000

City of Holdfast Bay have been successful in securing support to stage a 2-day Pro Hustle event to be held Saturday 28 and Sunday 29 May 2022. Saturday will have a community focus and Sunday will be the elite tournament. With the event now taking place after the departure of the Mix 102.3 Giant Wheel, it is likely that it will be staged on this part of the foreshore.

At the time of writing, partnership agreements had not been formally executed; a public announcement and media release will follow shortly after this is complete.

The details of the event will be refined in response to prevailing COVID conditions, with consultation and subject to SA Health approval.

Winter Activation

Date: 1-25 July 2022 (TBC)

The operating model of the 2022 Winter Activation is dependent on Council's 2022/2023 events budget, which is currently based on the 2021 pre-council budget allocation with a 50% contribution of JRMC. Last year's winter activation was significantly subsidised by Council through the approval of additional budget to support the operating model used. Therefore, the current allocation in the draft budget would mean a change to the operating model. A workshop with Elected Members is scheduled to be held on Tuesday 3 May to discuss the event schedule and budget for next year.

BUDGET

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

LIFE CYCLE COSTS

There are no lifecycle costs associated with this report.

Item No: 9.3

Subject: **MARKETING UPDATE**

Date: 4 May 2022

Written By: Jetty Road Development Coordinator

General Manager: Community and Business Services, Ms M Lock

SUMMARY

The report provides an update on the marketing initiatives undertaken by the Jetty Road Mainstreet Committee 2021 Marketing Plan and initiatives aligned to the delivery of the Jetty Road Glenelg Retail Strategy 2018-2022.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note 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 in alignment with the 2021/22 Marketing Plan.

REPORT

Consumer News

A Jetty Road consumer newsletter was sent on 12 April to 7,052 subscribers, this is an increase of 112 subscribers (1.2%) since the March edition. The April newsletter focused on Easter at the Bay, school holiday activities as well as a 'What's On' segment.

This Electronic Direct Mail (EDM) had a 31% open rate with 2,116 opens and 710 total clicks.

The industry average open rate for precinct Mailchimp campaigns is 17.38% therefore this campaigns exceeded the industry benchmark.

Glam Adelaide – May

Jetty Road Mainstreet Committee has a current membership with Glam Adelaide which includes a number of feature articles. In addition to the membership, the team at Glam Adelaide will reach out to feature key events and activities in the precinct. The next article is planned for May, after Mother's Day focusing on what to do in the Bay over Winter.

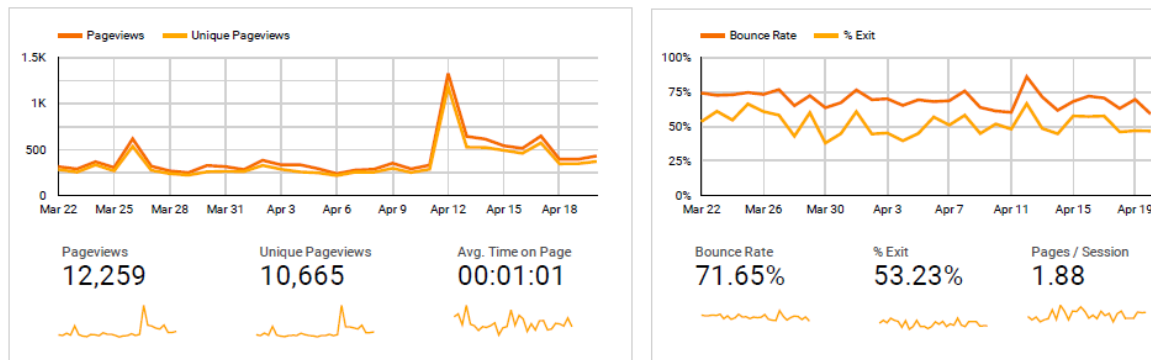
Jetty Road LOCAL Magazine – Winter Edition

The Winter edition of the of the Jetty Road LOCAL Magazine is in the final stages of design and is due to be distributed in the last week of May. The Winter edition includes the Winter Warmer Vouchers which were again well received with 18 different offers received. All advertising opportunities were taken up by local traders with a total of 11 half or full page adds placed.

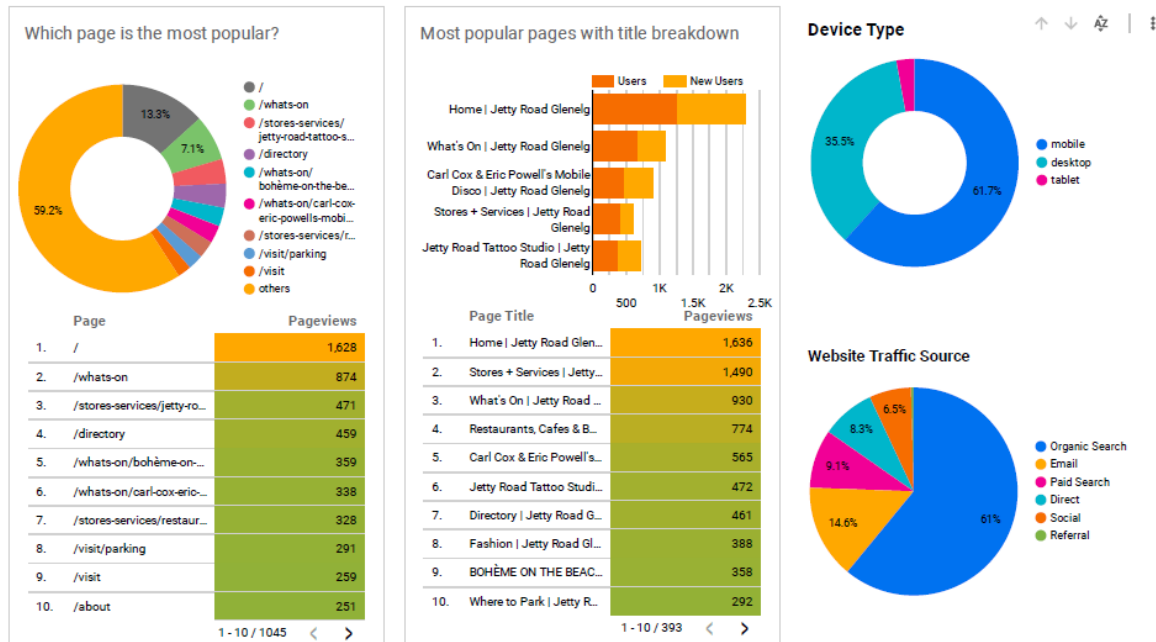
The release of the magazine will be supported with advertising through CityMag/InDaily.

Jetty Road Website – 21 March 2022 – 20 April 2022

Overview of your user behaviors



What do users see when they are in your website?



When considering website metrics, the benchmark is to keep bounce rates below 70% and average session duration for a directory style site should be 1 minute – 1 minute 30 seconds. The Jetty Road website is currently performing well against these benchmarks.

Social Media




The Jetty Road Glenelg, Social Media reporting for Facebook and Instagram are reflected for the period of 21 March 2022 to 20 April 2022.

Social media schedule includes: 1 post per platform per day, at least 3 Instagram stories per day and 1 reel a fortnight.



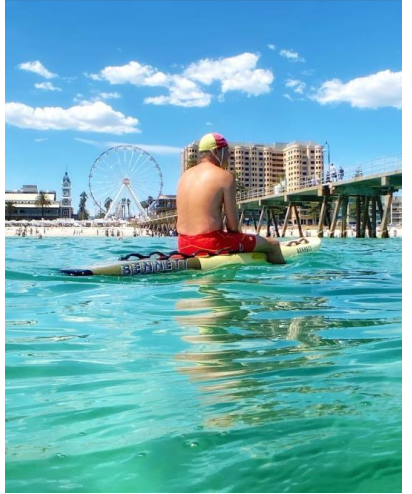
Facebook – 21 March 2022 – 20 April 2022 Reached 22k

	21 Jan – 20 Feb	21 Feb – 20 Mar	21 Mar – 20 Apr
Page Followers	31,033 ↑	31,149 ↑	30,311 ↓
Posts	25 ↓	25	24 ↓
Post engagement	Reactions 1.4k ↓ Comments 178 ↓ Shares 58 ↓	Reactions 800 ↓ Comments 185 ↑ Shares 90 ↑	Reactions 600 ↓ Comments 85 ↓ Shares 42 ↓

Most engaging posts 21 March 2022 to 20 April 2022.

13 April 195 engagement Carl Cox Mobile Disco	14 April 70 engagement Jetty Road Post	7 April 50 engagement Jetty Road Post
<p>Join us this Sunday as we make our hugely anticipated return to a full festival format where we can dance, eat, drink & celebrate DISCO with Carl Cox and Eric Powell.</p> <p>All happening outdoors on an open air dance floor at the iconic Glenelg foreshore featuring world class sound, lighting & production.</p> <p>Both Carl Cox & Eric Powell will be entertaining the crowd with a HUGE 8 HOUR SET from day to night. ... See more</p> 	<p>Jetty Road, Glenelg is open all Easter long weekend, including Good Friday!</p> <p>Whether it's a coffee catch up, retail therapy or a fun family day out, Jetty Road has you covered this Easter.</p> <p>And, if there weren't enough reasons to visit already, the weather is looking perfect to enjoy a long, sunny weekend in Glenelg! ... See more</p> 	<p>Late night shopping tonight and beautiful weather over the next three days coming up in the Bay.</p> <p>The perfect place to get ready for the Easter long weekend: school holidays or just cling to some warm autumn sunshine ☀️</p> 




Posts with greatest reach 21 March 2022 to 20 April 2022.

16 March 16.3k reached Carl Cox Mobile Disco	25 March 4.4k reached State Opera Post	15 April 3.3k reached Jetty road Destination Post
<p>Join us this Sunday as we make our hugely anticipated return to a full festival format where we can dance, eat, drink & celebrate DISCO with Carl Cox and Eric Powell.</p> <p>All happening outdoors on an open air dance floor at the iconic Glenelg foreshore featuring world class sound, lighting & production.</p> <p>Both Carl Cox & Eric Powell will be entertaining the crowd with a HUGE 8 HOUR SET from day to night. ... See more</p> 	<p>We've been spoilt lately with amazing sunsets and events but tomorrow night will be a first for the Bay with the stage set for the Bohème on the Beach.</p> <p>Telling the late of Puccini's epic love story the huge stage will host some of Australia's best talent and the Adelaide symphony orchestra.</p> <p>There is still time to be part of this inaugural event with extra tickets released by State Opera South Australia... See more</p> 	<p>The weather forecast for the weekend is just incredible and don't forget the Bay is open every day.</p> <p>From all of us at Jetty Road Glenelg we wish you a fun and safe Easter long weekend 🌈</p> 

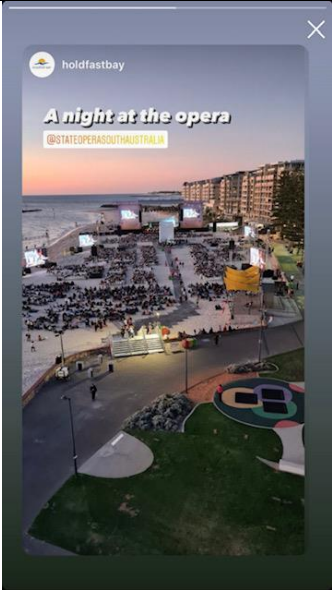
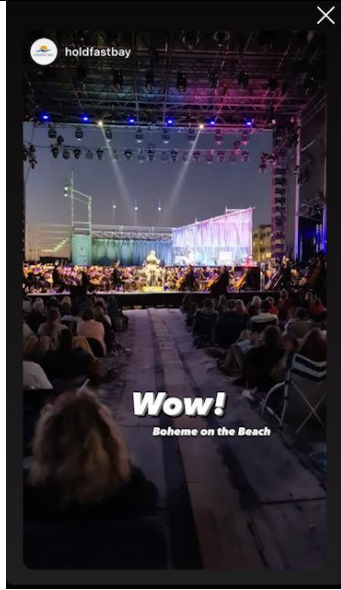
Instagram

	21 Jan – 20 Feb	21 Feb – 20 March	21 Mar – 20 Apr
Followers	19.6k ↑	19.7k ↑	19.9k ↑
Posts	25 ↓	25	25
Interaction	5.2k ↓	2.3k ↓	2.7k ↑
Reached	26.2k ↓	29.7k ↑	44.4k ↑
Comments	116 ↓	169 ↑	1,105 ↑
Stories	317 ↑	318 ↑	291 ↓

Most engaging posts 21 March 2022 – 20 April 2022. These posts also have the highest reach for the same period.

24 March- 1,159 Interaction 9.9k Reach Pinot & Picasso 'tag & win'	8 April – 602 Interaction 6k Reach The Source 'tag & win'	25 March– 561 Interaction 21.9k Reach Destination/ State Opera Post
 <p>WIN A PINOT & PICASSO SESSION FOR 2!</p> <p>Pinot & Picasso has arrived at the Bay and we're giving you a chance to win 2 x tickets to a session of your own choice PLUS a complimentary grazing platter worth \$173.</p> <p>To enter:</p> <ul style="list-style-type: none"> • Like this post • Tag someone you would love to share this experience with • Make sure you are following @jettyrdglenelg and @pinotandpicassoglenelg • Enter as many times as you like 	 <p>CALLING ALL CHOCAHOLICS!</p> <p>Win big this Easter with a Chocolate Easter Hamper from The Source Bulk Foods. Valued at \$150, the hamper is full of chocolate treats and a \$50 gift card.</p> <p>Hop to it and let us know who you would share this with!</p> <p>To enter:</p> <ul style="list-style-type: none"> • Like this post • Tag someone you would love to share this experience with • Make sure you are following @jettyrdglenelg and @thesourceglenelg • Enter as many times as you like 	 <p>We've been spoilt lately with amazing sunsets and events but tomorrow night will be a first for the Bay with the stage set for the Bohème on the Beach.</p> <p>Telling the late of Puccini's epic love story the huge stage will host some of Australia's best talent and the Adelaide symphony orchestra.</p> <p>There is still time to be part of this inaugural event with extra tickets released by @stateoperasouthaustralia</p>

Stories with greatest reach through 21 March 2022 to 20 April 2022.

1.5k reached	1.4k reached	1.4k reached
		

BUDGET

The JRMCM has \$248,549 allocated towards implementing the 2021/22 Marketing Plan, of which \$122,874 has been expended as at 31 March 2022.

LIFE CYCLE COSTS

Not applicable

Item No: 9.4

Subject: **JRMC COMMITTEE VACANCIES**

Date: 4 May 2022

Written By: Jetty Road Development Coordinator

General Manager: Community and Business Services, Ms M Lock

SUMMARY

The Jetty Road Mainstreet Committee (JRMC) comprises 11 members who are a mix of the Glenelg Tourism Precinct (Jetty Road, Glenelg) traders, landlords and Elected Members of Council. Traders and landlords within the boundaries of the Jetty Road, Glenelg precinct who contribute to the separate rate levy are invited to nominate for a position on the Jetty Road Mainstreet Committee. The current committee term is 1 April 2021 – 31 March 2023. Two resignations were accepted at the April 2022 meeting; a further two have since been received in resulting in four committee vacancies. The call for nominations which was open from 11-22 April received sufficient nominations to fill the four vacant positions. The selection panel will review the nominations and make recommendations to Council as to the appointment of the committee members for consideration and appointment by the Council at the 24 May Council meeting.

RECOMMENDATION

That the Jetty Road Mainstreet Committee:

1. **Thank Mr C Maios and Mr T Chai for their contribution the Jetty Road Mainstreet Committee.**
 2. **Fill the additional two vacant positions through the nomination and selection process currently underway.**
 3. **Endorse _____ to the Selection Panel in accordance with the JRMC Terms of Reference.**
-

STRATEGIC PLAN

Innovation: entrepreneurialism

Sustainability: resilience in our economy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The Jetty Road Mainstreet Committee (JRMCC) can comprise of up to 13 persons with a maximum of 9 persons who are traders or landlords in the Precinct, two (2) Elected Members of Council and two (2) Independent Members. The current committee comprises of nine (9) members.

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.

Current Members to 27 April 2022:

- Con Maiores, Maiores Investments (Chair)
- Gilia Martin, Attitudes Boutique (Deputy Chair)
- Gina Britton, Daisy and hen
- Tristan Chai, Good Physio
- Angus Warren, Beach Burrito
- Tony Beatrice, Cibo Espresso
- Adoni Fotopoulos, Ikos Holdings Trust
- Councillor Rebecca Abley
- Councillor William Miller

Since the meeting held on Wednesday 6 April, a further 2 resignations have been received from Mr C Maiores and Mr T Chai resulting in four vacant positions on the committee.

REPORT

Business owners and owners of commercial property within the boundaries of the Jetty Road Glenelg precinct who contribute to the separate rate levy are invited to nominate for a position on the Jetty Road Mainstreet Committee. There are nine (9) positions available for either a landlord or trader, two (2) for Elected Members and the option of two (2) Independent Members.

Following the resignation of Mr D Elmes and Mr G Watson formally accepted at the April 2022 JRMC Meeting, the JRMC endorsed calling for nominations to fill the two (2) positions. This process is currently underway with nominations open from 11-22 April 2022. In addition to the aforementioned resignations, additional resignations have been received from Mr C Maio and Mr T Chai, resulting in an additional 2 vacancies on the committee.

Section 7.11 of the Jetty Road Mainstreet Committee Terms of Reference states:

In the event of a vacancy in the office of a Committee Member, the Council shall, if it deems fit, appoint another person as a Committee Member on such terms and conditions as it thinks fit.

As such, traders and landlords within the Jetty Road, Glenelg precinct that contribute to the Separate Rate are invited to nominate for one of the four vacancies to be filled until the end of the current term, 31 March 2023.

Open positions to the 31 March 2023:

- Vacant
- Vacant
- Vacant
- Vacant
- Gilia Martin, Attitudes Boutique (Deputy Chair)
- Gina Britton, Daisy and Hen
- Angus Warren, Beach Burrito
- Tony Beatrice, Cibo Espresso
- Adoni Fotopoulos, Ikos Holdings Trust
- Councillor Rebecca Abley
- Councillor William Miller

The current nomination and selection process received sufficient nominations to fill all four vacant positions therefore an additional call for nominations is not required.

In-line with the terms of reference, at the 6 April 2022 JRMC meeting, the committee endorsed Councillor Miller and Mr C Maio to form the Selection Panel along with the Mayor and Chief Executive Officer, to review the committee nominations and make a recommendation to Council. The Minutes of this meeting were endorsed by the Council at the 26 April 2022 Council meeting.

Following the resignation of Mr C Maio, the Committee is required to nominate a new committee member to be part of the Selection Panel.

The selection panel will review the applications and make a recommendation via a report to Council for the appointment of the new committee members at its meeting to be held 24 May 2022.

Deputy Chair, Ms Gilia Martin will act in the capacity of Acting Chair until the new Committee members are confirmed and are able to formally elect a new Chair.

BUDGET

Not Applicable

LIFE CYCLE COSTS

Not Applicable

Item No: 9.5

Subject: **JETTY ROAD BRAND BLUEPRINT**

Date: 4 May 2022

Written By: Jetty Road Development Coordinator

General Manager: Community and Business Services, Ms M Lock

SUMMARY

Each year the Jetty Road Mainstreet Committee (JRMCM) consider projects to be undertaken to enhance and promote the Jetty Road precinct as a vibrant shopping, leisure and entertainment area with year round appeal to residents and visitors. Following a workshop in January 2022, it has been identified that developing a Brand Blueprint as the guiding document for all marketing and PR projects is a key priority.

RECOMMENDATION

The Jetty Road Mainstreet Committee endorse the Brand Blueprint scope and approach.

STRATEGIC PLAN

Innovation: entrepreneurialism for lifelong growth, economic and social vibrancy

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 a key focus for the JRMCM.

As part of planning for the 2022/23 annual budget, the JRMCM participated in a workshop to determine opportunities and key focus areas for the precinct. Two key projects identified were developing a Brand Blueprint and content strategy. The Brand Blueprint will set the foundation for Jetty Road's 'identity' and determine brand voice and messaging for different target audiences

including business attraction. The Brand Blueprint is intended to guide activities for the next 3-5 years and will inform annual content strategies.

REPORT

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 Jetty Road, Glenelg's marketing program. Creating a strong brand and brand recognition is a key element to all marketing and promotional activities.

Why is Branding important?

Branding is the promise we make to our target markets. It is a set of emotions and perceptions that we cultivate about the precinct, which we constantly communicate to target markets. It is important because it identifies our precinct, distinguishes Jetty Road, Glenelg from our competitors, and creates a persona that our target markets can connect with. It's not just the physical products or services the precinct provides; it's also the emotions our target markets feel when thinking about the precinct.

Why a Brand Blueprint?

Ensuring the precinct has a clear and defined brand identity and personality is integral to the precincts success and influences everything we do. A Brand Blueprint is the guiding document in assuring all our projects and materials have a common purpose and are working to achieve a common goal. A Brand Blueprint will determine our precinct personality, define our target markets and their needs, and set out how we communicate about the precinct (tone of voice, visual assets, communication style).

Essentially we are creating our brand personality so we can stand out from our competitors, and the blueprint is the document we can refer back to, to ensure that the brand hasn't lost its way.

The Brand Blueprint will set out:

- Brand Personality - traits and characteristics (persona) of the precinct. What do we want to be known for and equally, what we don't want to be known for.
- Unique point of difference - What makes Jetty Road, Glenelg different and special and what distinguishes us from the competition.
- Brand Voice - the personality and emotion in all communications. It encompasses everything from the words and language used, to the personality and image marketing assets aims to invoke. The voice we take on can be funny, emotional, smart, sentimental—it just has to be true to our brand and target market.
- Target markets – this goes beyond demographics to who our target markets are as a person, what they need in their experience and the best way to communicate with them (this is likely to vary between target market groups (eg local v tourist v new business))
- Experience – both the physical and emotional experience people have when engaging with Jetty Road.
- Brand Messaging – this includes the tone, key messages, key terms, narrative and audience specific messaging (eg messaging to locals would be slightly different to visitor specific messaging).

- Campaign elements – tagline, visual elements, graphics and more to build strong and consistent brand awareness.

How does a Brand Blueprint work with existing documents?

A Brand Blueprint will work with and complement existing Jetty Road documents.

- Jetty Road Style Guide - the Brand Blueprint will ultimately build on the existing Style Guide. The Style Guide sets out colour pallet, fonts to be used and how, logo elements and campaign elements. The Brand Blueprint will build on this.
- Jetty Road Retail Strategy 2018-2022 – The Retail Strategy (to be updated) sets out key future direction and identifies the actions required to maintain a prosperous retail sector. It sets out key priority areas and actions to achieve these. The Strategy will work in synergy with the Brand Blueprint to ensure all actions and priorities align with the precinct brand and common goal.

As a guiding document for all Jetty Road marketing and PR material, a Brand Blueprint will streamline content creation, leading to efficiencies in both resourcing and cost. With a Brand Blueprint in place, all content will have a consistent tone, style, language and imagery creating strong recognition of the Jetty Road, Glenelg brand.

Due to the scope of works, it is recommended to go to market to engage a consultant with the appropriate expertise who will work with the Committee and Administration to develop a Brand Blueprint.

BUDGET

\$19,000 has been allocated in the 2023/23 budget to develop a Brand Blueprint.

LIFE CYCLE COSTS

Not Applicable