

## NOTICE OF MEETING

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

**Mayor's Parlour – Glenelg Town Hall**

**Moseley Square, Glenelg**

**Wednesday, 06 April 2022 at 6:00 PM**



Roberto Bria

CHIEF EXECUTIVE OFFICER

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**1. OPENING**

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

**2. KAURNA ACKNOWLEDGEMENT**

*We acknowledge the 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. 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 provided 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 02 March 2022 be taken as read and confirmed.**

**6. QUESTIONS BY MEMBERS**

**6.1. Without Notice - Nil**

**6.2. With Notice**

**7. MOTIONS ON NOTICE****8. PRESENTATIONS**

Nil

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## 9. REPORTS/ITEMS OF BUSINESS

### 9.1. JRMCM Committee Vacancies

#### DETAILS

Report No:	96/22
Subject:	<b>JRMCM COMMITTEE VACANCIES</b>
Date:	6 April 2022
Written By:	Jetty Road Development Coordinator
General Manager:	Community & Business Services, Ms M Lock

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#### SUMMARY

The Jetty Road Mainstreet Committee (JRMCM) comprises of 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 have been received resulting in two committee vacancies. Nominations to fill the vacancies will be open from 11-22 April. Post the closing day a selection panel will then 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.

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#### RECOMMENDATION

That the Jetty Road Mainstreet Committee:

- Thanks to Mr D.Elmes and Mr G.Watson for their contribution the Jetty Road Mainstreet Committee.
  - Endorse calling for nominations to fill the two vacant positions.
  - Nominate members to the selection panel in accordance with the JRMCM Terms of Reference
- 

#### STRATEGIC PLAN

Innovation: entrepreneurialism for lifelong growth, economic and social vibrancy

Sustainability: resilience in our economy

#### COUNCIL POLICY

Jetty Road Mainstreet Committee: Terms of Reference

## STATUTORY PROVISIONS

Not Applicable.

## BACKGROUND

The Jetty Road Mainstreet Committee (JRMC) comprises of 11 members who are a mix of the Glenelg Tourism Precinct (Jetty Road, Glenelg) traders, landlords and Elected Members of Council.

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 29 March 2022:

- Con Maos, Maos Investments (Chair)
- Gilia Martin, Attitudes Boutique (Deputy Chair)
- Gina Britton, Daisy and Hen
- Tristan Chai, Good Physio
- Glen Watson, The Royal Moody
- Angus Warren, Beach Burrito
- Tony Beatrice, Cibo Espresso
- David Elmes, The Jetty Bar
- Adoni Fotopoulos, Ikos Holdings Trust
- Councillor Rebecca Abley
- Councillor William Miller

Resignations have been received from Mr D.Elmes and Mr G.Watson via email resulting in two 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 those people who are either a landlord or trader, 2 for Elected Members and the option of 2 Independent Members.

Following the resignation of Mr D.Elmes and Mr G.Watson, there are 2 vacancies on the JRMC.

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 will be invited to nominate for one of the two vacancies to be filled until the end of the current term, 31 March 2023.

Open positions to the 31 March 2023:

- Vacant
- Vacant
- Con Maios, Maios 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

Nominations will be open from 11 April to 22 April 2022 and will be promoted in the Jetty Road Trader Newsletter and via the Jetty Road Trader's Facebook Group.

A selection panel will then review the applications and make the recommendations to Council of the appointment of the committee members for consideration and appointment by the Council at their 17 May 2022 Council meeting.

Under sections 8.2 and .8.3 of the JRMC terms of reference, the selection panel will comprise of a member of the JRMC, the Mayor, one elected member appointed to the committee and the Chief Executive Officer of the Council. The selection panel will make a recommendation to Council as to the appointment of the committee members for consideration and appointment by the Council.

#### **BUDGET**

Not Applicable

#### **LIFE CYCLE COSTS**

Not Applicable

#### **ATTACHMENTS**

Nil

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## 9.2. Monthly Finance Report

### DETAILS

Report No: 89/22  
Subject: **MONTHLY FINANCE REPORT**  
Date: 6 April 2022  
Written By: Jetty Road Development Coordinator  
General Manager: Community & Business Services, Ms M Lock

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### SUMMARY

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

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### RECOMMENDATION

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

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### STRATEGIC PLAN

Innovation: entrepreneurialism  
Sustainability: resilience in our economy

### COUNCIL POLICY

Not Applicable.

### STATUTORY PROVISIONS

Not Applicable.

### BACKGROUND

The Jetty Road Mainstreet Committee (JRMC) 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 28 February is on track (refer Attachment 1). Variances between YTD Budget and Actuals are due to timing differences and are not operationally significant.

Note that the Retail Strategy implementation has been included an allocation for a Landlord Lunch, with the relaxing a COVID-19 restrictions, planning can commence to bring the landlords together. Event management has an allocation for a Trader Networking event which will be held in June.

The \$15,000 allocated for side street activation grants will likely be carried over into the 2022/23 financial year budget.

**BUDGET**

Not applicable

**LIFE CYCLE COSTS**

Not Applicable

**ATTACHMENTS**

Nil



# Attachment 1

**INCOME & EXPENDITURE STATEMENT 28 February 2022**

	Annual Budget	YTD Budget	YTD Actuals	Variance	2019/20 Actuals	2020/21 Actuals
<b>Revenue</b>						
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	12,000	5,549	(6,451)	4,064	19,464
	<b>618,480</b>	<b>610,480</b>	<b>607,003</b>	<b>(3,477)</b>	<b>582,140</b>	<b>606,603</b>
<b>Expenses</b>						
Employee Costs	206,153	135,297	137,350	(2,053)	126,282	207,435
Sponsorships	26,500	26,500	25,030	1,470	5,764	-
Event Management	39,500	10,000	1,617	8,383	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	2,300	238	2,062	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	15,000	14,165	835	-	-
Gift Card Expenditure	5,000	3,000	6,322	(3,322)	4,195	12,045
Other Expenditure	-	-	306	(306)	454	629
Unallocated credit card expenditure	-	-	1,784	(1,784)	-	-
					<b>142,079</b>	<b>206,578</b>
<b>Marketing</b>						
Social Media Management	36,000	25,000	26,825	(1,825)		
Signage	24,079	10,000	13,852	(3,852)		
Public Relations	37,740	15,000	13,177	1,823		
Publications	60,000	37,000	39,490	(2,490)		
Advertising	15,600	8,000	1,509	6,491		
Promotions	43,750	15,000	6,456	8,544		
Marketing Contingency	31,380	20,000	14,216	5,784		
<b>Events and Activations</b>						
Pro Hustle Basketball	15,000	-	-	-		
Side Street Activation Grant	15,000	5,000	-	5,000		
<b>Co-funded Events</b>						
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	-
	<b>783,052</b>	<b>415,947</b>	<b>382,120</b>	<b>33,827</b>	<b>543,166</b>	<b>536,094</b>
<b>Net Profit/(Loss)*</b>	<b>(164,572)</b>	<b>194,533</b>	<b>224,883</b>	<b>30,350</b>	<b>38,974</b>	<b>70,509</b>

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

# Attachment 2

**INCOME & EXPENDITURE STATEMENT 28 February 2022**

		Annual Budget	YTD Budget	YTD Actuals	Variance
<b>Expenses</b>					
<b>Marketing</b>					
Social Media Management	Social Media Management	36,000	25,000	26,825	(1,825)
Signage	Tram Wrap	24,079	10,000	13,852	(3,852)
	SA Style Mag, CityMag, Blogs and Consumer News, be				
	Local Campaign, photoshoot, influencers, Winter				
Public Relations	Warmers Digital	37,740	15,000	13,177	1,823
Publications	JR LOCAL Magazine	60,000	37,000	39,490	(2,490)
Advertising	Social Media advertsing, Website, Google Adwords, You	15,600	8,000	1,509	6,491
Promotions	Shopping campaigns	43,750	15,000	6,456	8,544
Marketing Contingency	Marketing contingency	31,380	20,000	14,216	5,784
		<b>248,549</b>	<b>130,000</b>	<b>115,525</b>	<b>14,475</b>

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

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### **9.3. Jetty Road Events Update**

#### **DETAILS**

Report No: 90/22  
Subject: **JETTY ROAD EVENTS UPDATE**  
Date: 6 April 2022  
Written By: Jetty Road Development Coordinator  
General Manager: Community & Business Services, Ms M Lock

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#### **SUMMARY**

JRMC in partnership with the City of Holdfast Bay are responsible for implementing and managing a variety of major events to support economic stimulus in the precinct in accordance with the annual marketing and business plan. This report provides an overview of upcoming events.

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#### **RECOMMENDATION**

**That the Jetty Road Mainstreet Committee note 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 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.

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## REPORT

### **Equinox Festival (Co-funded event: \$100,000 City of Holdfast Bay, \$40,000 JRMC – total event budget \$140,000)**

Dates: 19 March 2022

#### **Post-event Review**

At the time of writing this report an internal debrief was yet to be undertaken. More information will be provided to the committee once this has occurred, including final financial position.

The Glenelg Equinox Festival was held on Saturday 19 March 2022, as an initiative of the City of Holdfast Bay supported by the Jetty Road Mainstreet Committee. 30 Jetty Road traders participated in the event with on street stores and dining. The original 3-day event was consolidated into one 12hr street party with traders encouraged to activate side streets on Friday evening and Sunday. Beach Burrito Company activated Milton Street Friday-Sunday and the Stamford activated Moseley Square with the Village Green Saturday-Sunday.

The Saturday Street Party included:

- Business activations until 11pm
- Music and fashion parade in Chapel Plaza
- Full kids zone and other family activities

#### **Glenelg Sunset Markets (Sponsored Event)**

The final market for the 2021/22 Glenelg Sunset Markets series was held on 20 March 2022 from 3-8pm. Due to the Beach Concerts, this market was relocated to Colley Reserve. The final market had over 80 stall holders and was well attended. With the series now concluded a debrief will be held with the market organiser.

#### **Chapel Plaza Activation – Tunes on Chapel**

Tunes on Chapel was held over four Sundays in February and March 2022 (20 & 27 February and 6 & 13 March) from 2-5pm in Chapel Plaza. The activations partnered with Sound Caravan and activated the new developed Chapel Plaza through the Fringe. The events were registered as Fringe events and promoted through the digital Fringe guide.

All four events were a success in bringing people into Chapel Plaza and encouraging visitors to explore the precinct. There were different artists each week with the exception of Rob Edwards who played both 20 February and 6 March. Some alterations to the artist line up had to be made due to COVID-19 associated isolations. The events were well received with people of all ages stopping to relax in Chapel Plaza and enjoy the space. Having this activation in Chapel Plaza brought people up the street and continued the atmosphere from Moseley Square.

When originally planning the events, food and beverage was considered as part of the offering. Due to COVID requirements, this element did not proceed however if future activations are planned it would be recommended to include food and beverage.

#### **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.

**Seafood Festival (Co-funded event: \$50,000 COHB, \$50,000 JPMC – Total event cost \$100,000)**

Date: Spring 2022 – associated funding to be carried forward

Expected attendance: 30,000

Due to staff capacity, appropriate lead time and to ensure optimum timing for the event, the Seafood Festival will be held in Spring 2022.

More information to be provided closer to the event.

**Summer/Autumn Events in and around the precinct 2021/22**

- Mix 102.3 Giant Wheel until 8 May 2022.
- Carl Cox and Eric Powell's Mobile Disco – NEW DATE Sunday 17 April 2022 (Easter Sunday) on Jimmy Melrose Park. 3000+ people expected.
- Anzac Day – 25 April 2022. Details of commemoration subject to prevailing COVID requirements.

The above schedule is subject to change dependent on COVID conditions.

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.

**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.

**ATTACHMENTS**

Nil

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## 9.4. Marketing Report

### DETAILS

Report No: 91/22  
Subject: **MARKETING REPORT**  
Date: 6 April 2022  
Written By: Jetty Road Development Coordinator  
General Manager: Community & Business Services, Ms M Lock

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### SUMMARY

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

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### RECOMMENDATION

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

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### 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 14 March to 6,940 subscribers, this is an increase of 85 subscribers (1.3%) since the December edition. The March newsletter focused on the Glenelg Equinox Festival as well as including a 'What's On' segment.



This Electronic Direct Mail (EDM) had a 39.6% open rate with 2,704 opens and 168 total clicks.

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

### **CityMag – e-newsletter article**

Aligned with the Jetty Road Marketing Plan, a CityMag Magazine production that went to print on 9 February 2022 included a Jetty Road, Glenelg feature article focusing some of the hidden secrets of Jetty Road, Tunes on Chapel and the beach concerts. In addition to this, the feature article was included in the CityMag e-newsletter on 3 March and as a link in InDaily on Friday 4 March 2022. The CityMag newsletter is sent to a database of over 48,000 people.

Changes to the Glenelg Equinox Festival and Beach Concert Series were able to be updated prior to the article featuring in the e-newsletters.



**Follow the song of the seaside to Jetty Road, Glenelg**

Glenelg's epic sunsets, crystal-clear water and relaxed community atmosphere will have you putting this seaside paradise on repeat.

[READ THE STORY](#)

### **Glam Adelaide – Tune on Chapel and Glenelg Equinox Festival**

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. In-line with this membership, an article on Tunes on Chapel and Jetty Road generally was included in the 3 March 2022 Glam Adelaide e-newsletter. This article also included a dedicated post on the Glam Adelaide social media channels. An additional story focused on the Glenelg Equinox Festival was included in the 17 March 2022 e-newsletter.

### **DJ TUNES, LIVE MUSIC AND MARKETS AT GLENELG THIS SUNDAY!**



Tunes on Chapel: Relax and enjoy the live music and local artists this Sunday afternoon (6 March) and next (13 March) at Chapel Plaza.

[READ MORE](#)

#### **Jetty Road Website - 19 February 2022 – 20 March 2022**

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

*Refer to Attachment 1*

#### **Social Media**

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

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

*Refer to Attachment 2*

#### **BUDGET**

The JRMCM has \$248,549 allocated towards implementing the 2021/22 Marketing Plan, of which \$115,525 has been expended as at 28 February 2022.

#### **LIFE CYCLE COSTS**

Not applicable

#### **ATTACHMENTS**

# Attachment 1

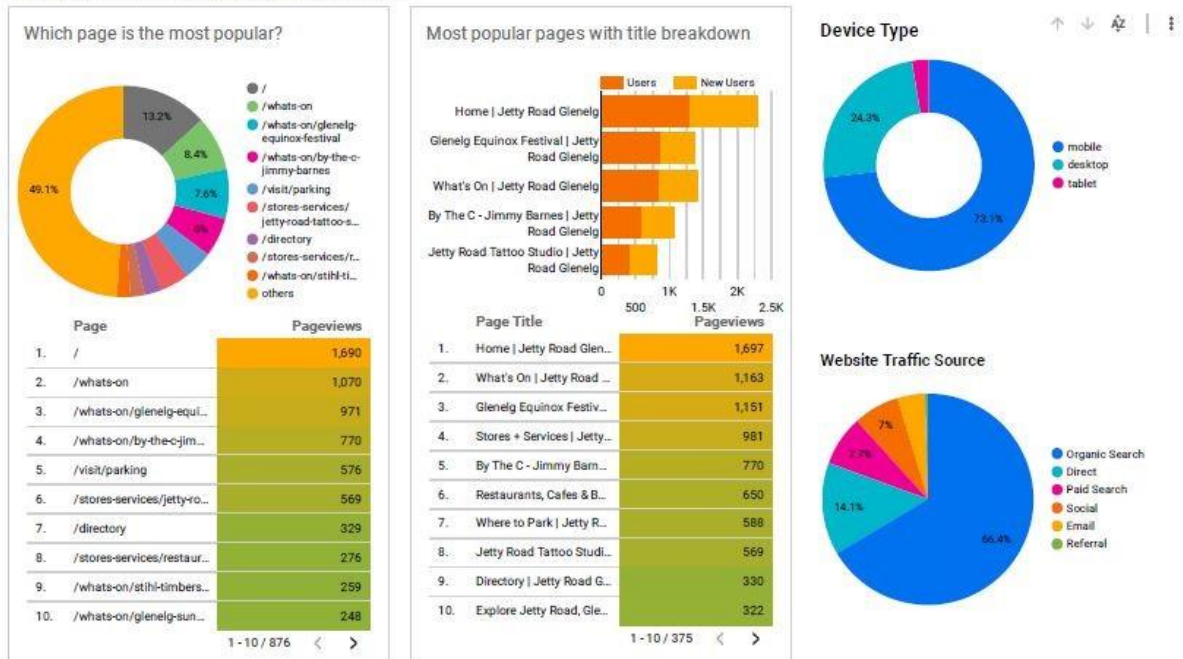
## Jetty Road Glenelg Website Overview

Feb 19, 2022 - Mar 20, 2022

### Overview of your user behaviors



### What do users see when they are in your website?






# Attachment 2

**Facebook – 21 February 2022 – 20 March 2022**  
**Reached 26k**

	20 Dec 21 – 20 Jan 22	21 Jan – 20 Feb	21 Feb – 20 Jan
<b>Page Followers</b>	31,024 ↑	31,033 ↑	31,149 ↑
<b>Posts</b>	31 ↑	25 ↓	25
<b>Post engagement</b>	Reactions 1.6k Comments 230 ↓ Shares 94 ↓	Reactions 1.4k ↓ Comments 178 ↓ Shares 58 ↓	Reactions 800 ↓ Comments 185 ↑ Shares 90 ↑

**Most engaging posts 21 February 2022 to 20 March 2022.**

16 March 379 engagement  Jetty Road Post	8 March 137 engagement  Glenelg Equinox Festival	10 March 307 engagement  Destination
<p>We have a very BIG weekend at Glenelg 🌊 Are you ready for this?!</p> <p>The groundbreak is being laid for the By The C &amp; Summer/Salt beach concerts this weekend 🎵</p> <p>AND, Fireworks are back at the Bay 🎆 This Saturday night, 19th March, the sky over Glenelg beach will come alive to mark the end of the Glenelg Equinox Festival Street Party 🎉 ... See more</p>  	<p>The Glenelg Equinox Festival celebrates the end of the summer season with a full-day street party on Jetty Road!</p> <p>The festival is on Saturday March 19 and kicks off from 11am with food and beverage areas, live entertainment, fashion shows, family-friendly activities, buskers, fringe stage performances along with live fireworks displays.</p> <p>The event concludes at 11pm on Saturday but Fourth Beach Buns &amp; Co. and Stamford Grand Adelaide will offer food and beverage options on Sunday ... See more</p> 	<p>It's looking UP from here! 🌆</p> <p>We are so excited with realisations continuing to arise, we got this SAT! 🎉</p> <p>And just in time ... Next weekend will be huge with the equinox festival Saturday and not one ... but two beach concerts! ... See more</p> 



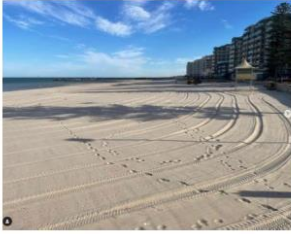


## Posts with greatest reach 21 February 2022 to 20 March 2022.

16 March 12.7k reached Jetty Road Post	8 March 8.7k reached Glenelg Equinox Festival	15 March 6.7k reached Glenelg Equinox Festival
<p>We have a very BIG weekend at Glenelg &amp; are you ready for this? The groundwork is being laid for the By The C &amp; SummerSalt beach concerts this weekend! 🌞</p> <p>AND, Fireworks are back at the Bay 🌟 This Saturday night, 19th March, the sky over Glenelg beach will come alive to mark the end of the Glenelg Equinox Festival Street Party 🎆 ... See more</p>  	<p>The Glenelg Equinox Festival celebrates the end of the summer season with a full-day street party on Jetty Road!</p> <p>The festival is on Saturday March 19 and kicks off from 11am with food and beverage areas, live entertainment, fashion shows, family-friendly activities, buskers, fringe-style performances along with live fireworks displays.</p> <p>The event concludes at 11pm on Saturday but Fourth Beach Burrito Co. and Stamford Grand Adelaide will offer food and beverage options on Sunday ... See more</p> 	<p>The weather is looking perfect for this weekend's Glenelg Equinox Festival! This Saturday 19 March, Jetty Road, Moseley Square and the foreshore will come to life with a street party full of activities for the whole family.</p> <p>This FREE community event will take place from 11am - 11pm with... See more</p> 




## Instagram

	21 Dec 21 – 20 Jan 22	21 Jan – 20 Feb	21 Feb – 20 March
<b>Followers</b>	19.5k ↑	19.6k ↑	19.7k ↑
<b>Posts</b>	28 ↑	25 ↓	25
<b>Interaction</b>	6.3k ↓	5.2k ↓	2.3k ↓
<b>Reached</b>	31.2k ↓	26.2k ↓	29.7k ↑
<b>Comments</b>	144 ↓	116 ↓	169 ↑
<b>Stories</b>	301 ↓	317 ↑	318 ↑

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

<p>16 March- 534 Interaction 7.8k Reach Beach Concerts</p>  <p>We have a very BIG weekend at Glenelg 🏖️ Are you ready for this?!</p> <p>The groundwork is being laid for the <a href="#">@bythecaustalia</a> &amp; <a href="#">@summersaltau</a> beach concerts this weekend! ✨ continued...</p>	<p>15 March – 360 Interaction 7.4k Reach Glenelg Equinox Festival</p>  <p>The weather is looking perfect for this weekend's Glenelg Equinox Festival!</p> <p>This Saturday 19 March, Jetty Road, Moseley Square and the foreshore will come to life with a street party full of activities for the whole family... cont</p>	<p>18 March– 315 Interaction 6.9k Reach Beach Concerts</p>  <p>1 MORE SLEEP 🌙</p> <p>We cannot wait to see views like this again across our sand! Check out our page and see what is on offer for the whole family 🏖️</p> <p>Tag your party partner and we will see you at kick off 📸</p>
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**Stories with greatest reach through 21 February 2022 to 20 March 2022.**

<p>1.8k reached</p> 	<p>1.7k reached</p> 	<p>1.6k reached</p> 
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**9.5. Mainstreet SA Conference****DETAILS**

Report No: 92/22

Subject: **MAINSTREET SA CONFERENCE**

Date: 6 April 2022

Written By: Manager City Activation

General Manager: Community & Business Services, Ms M Lock

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**SUMMARY**

Mainstreet SA is South Australia's dedicated mainstreet organisation focused on professional development, celebration and network-building of mainstreet makers. Mainstreet SA delivers a range of events and activities to build relationships, activate, educate and celebrate leadership in mainstreet creation. The Jetty Road Mainstreet Committee is a current financial member of Mainstreet SA.

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**RECOMMENDATION**

**That the Jetty Road Mainstreet Committee:**

- 1 Endorse (name) as the JRMC representative to attend the 2022 Mainstreet SA conference in June;**
  - 2 Endorse submitting a conference abstract; and**
  - 3. Nominate a presenter if the abstract is accepted.**
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**STRATEGIC PLAN**

Innovation: entrepreneurialism for lifelong growth, economic and social vibrancy

**COUNCIL POLICY**

Not Applicable.

**STATUTORY PROVISIONS**

Not Applicable.

## **BACKGROUND**

Each year, Mainstreet SA hosts a range of events and networking opportunities including the annual conference and Mainstreet SA Awards. The JRMC have been active member of Mainstreet SA entering and winning numerous awards and regularly attended the annual conference.

The 2022 Mainstreet SA Conference will be held 16 – 17 June in the City of Prospect.

## **REPORT**

### **Membership:**

The Jetty Road Mainstreet Committee is a current member of Mainstreet SA. Annual membership is \$500 which will come due in June.

### **Conference:**

The theme of the 2022 Mainstreet SA Conference is "create, connect, experience, sustain". The 2-day conference will include key note speakers, panel discussions, session presentations as well walking tours and a conference dinner. JRMC have historically sent delegates to the Mainstreet SA conference and it has been a valuable investment. While the cost to attend the conference has not yet been released tickets are approximately \$500 per delegate.

Mainstreet SA has recently sent out a call for abstracts for the conference presentations.

While the conference will explore a range of topics they are particularly seeking presentations that embrace Mainstreet transformations including placemaking, art, activation and creativity.

JRMC have an opportunity to submit an abstract to present at the conference. Topics could include:

- Using events to stimulate economic return - how Jetty Road has delivered a range of different style events to activate the precinct (particularly the change to the Christmas pageant / event)
- Development of Chapel Plaza and activation opportunities

The committee will need to consider if they would like to send delegate/s to the conference, if they would like to submit an abstract to present and if so, who they would like to be the presenter.

### **Awards:**

At the time of writing this report, the Mainstreet SA Awards have not yet opened and are not expected to until later in the year with the awards dinner usually held in late October / November. While award categories are generally consistent each year, it is not known if this will be the case for 2022. For a project to be considered, it will need to have occurred in the 2021/22 financial year.

Once released, a copy of the categories and potential projects to nominate can be circulated to the committee for consideration.

## **BUDGET**

The 2021/22 budget provide sufficient funds to cover the cost of conference attendance.

**LIFE CYCLE COSTS**

Not applicable

**ATTACHMENTS**

Nil

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## 9.6. Jetty Road Lighting Update

### DETAILS

Report No: 93/22  
Subject: **JETTY ROAD LIGHTING UPDATE**  
Date: 6 April 2022  
Written By: Jetty Road Development Coordinator  
General Manager: Community & Business Services, Ms M Lock

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### SUMMARY

The Jetty Road Mainstreet Committee approved the installation of bud lighting around trees along Jetty Road and around the palm trees in Moseley Square in 2020 to improve the night time appeal and aesthetic in the precinct. The initiative aligns to the delivery of the Jetty Road Glenelg Retail Strategy 2018-2022. This report provides an update on the lighting project.

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### RECOMMENDATION

**That the Jetty Road Mainstreet Committee note 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 Mainstreet Committee installed lighting around the trees along Jetty Road and the palm trees in Moseley Square in 2020 to improve the night time appeal and aesthetic in the precinct.

### REPORT

The bud lighting along Jetty Road and in Moseley Square improves the night time appeal of the precinct and creates an ambient atmosphere. The lights have been installed to be robust and as automated as possible.

In drafting this report, the Jetty Road Development Coordinator made enquiries with Council's City Assets division in regards to the lighting and maintenance.

The bud lights in trees along Jetty Road are turned on and off via sensors. There are PE Cells that pick up light levels and trigger the lights to come on or turn off. This means the lights respond to changing seasons and weather conditions appropriately. As light will hit the various PE cells at different times, it may appear that lights are coming on and turning off at different times particularly around dusk and dawn.

Due to its location and proximity to the tram wires, the lights at the northern tram stop (near ANZ bank at 81 Jetty Road, Glenelg) are controlled via a timer.

Council's Asset division undertake a monthly night-time audit of the lighting with any faults logged for repair. A fault has been identified in the pole outside of the Glenelg 7 Day Pharmacy. Due to the work that is required to fix the issue, the works will be undertaken as part of Council annual maintenance shutdown, which is done overnight with the tram wires decommissioned.

Through regular inspections, it has been identified that there appears to be an issue with the lighting on the southern side of Jetty Road between Partridge Street and Brighton Road. Since the bud lighting has been installed there has been occurrences of the power being tripped and lights turning off. The assets team are currently discussing the best way to test where the fault is which may include switching off banks of lights for a period of time to identify what is causing the power to trip. Until the problem is identified and fixed, if it is noted that the lights have been tripped, a member of the assets team will manually turn them back on. JRMCC will be updated via email if this testing is to be undertaken.

Additional transformers have been purchased to have on hand to ensure transformers can be replaced as quickly as possible when needed.

While procedures are in place to ensure the lights are maintained and operational including the formal monthly audit and regular lighting checks, as with any electrical device, there remains the chance that the poles may trip intermittently. If members of the committee or traders notice a string of lights not working, they are encouraged to lodge the issue via Council's website, through the Send, Snap, Solve app or by calling 8229 9999. This will ensure the issue is reviewed and addressed as soon as possible. Information about lodging maintenance issues will be provided to traders on a regular basis.

## **BUDGET**

General maintenance is part of the Council Depot maintenance budget.

## **LIFE CYCLE COSTS**

Within existing Council maintenance budget.

## **ATTACHMENTS**

Nil

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## 9.7. Jetty Road Retail Strategy Review

### DETAILS

Report No: 94/22

Subject: **JETTY ROAD RETAIL STRATEGY REVIEW**

Date: 6 April 2022

Written By: Jetty Road Development Coordinator

General Manager: Community & Business Services, Ms M Lock

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### SUMMARY

A four year Retail Strategy for the Jetty Road Mainstreet precinct was developed in 2018. This included a four year action plan, with the implementation of some projects impacted by the COVID-19 pandemic. With the Strategy expiring in 2022, it is timely to review the current strategy, what has been achieved, what has changed and determine the priorities in the new retail and business landscape.

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### RECOMMENDATION

**That the Jetty Road Mainstreet Committee endorse \$15,000 to update the Jetty Road, Glenelg Retail Strategy as part of the 2022/23 budget**

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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 Retail Strategy guides the future direction and identifies actions required to maintain a prosperous retail sector. It leverages the opportunities created through the Jetty Road Masterplan and new development investment. The current strategy covers 2018-2022. It must be noted that COVID-19 pandemic, declared on 11 March 2020, impacted delivery of some initiatives in the subsequent two years. With the pandemic having changed the retail landscape and the current Strategy coming to completion, there is a need to undertake a review and update the strategy to reflect new priorities and economic conditions.

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## REPORT

In October 2017 the Jetty Road Mainstreet Committee (JRMCC) engaged Premier Retail Marketing to develop a Jetty Road Glenelg Retail Strategy 2018-2022. The final strategy was endorsed by Council at the 29 January 2019 Council meeting.

The 2018-2022 Retail Strategy identifies four priority areas:

1. Promote shopping and dining as the key reasons to visit: *This will be achieved through integrated marketing campaigns*
2. Develop and enhance the appeal of the retail experience: *Jetty Road will seek to attract unique, independent traders and high-end restaurants and bars to complement the existing business mix. In addition to this a leasing plan aligned with the Jetty Road Glenelg Masterplan will support the precinct.*
3. Grow the capabilities of the retail sector: *Up-to-date information, training and workshops will help traders understand consumer expectations and develop compelling online and instore experiences.*
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*

With the conclusion of the current strategy, it is timely to undertake a review and update the strategy to ensure priorities are aligned with the vision for the precinct and economic conditions.

As part of planning for the 2022/23 annual budget, the JRMCC attended a workshop with Communicate et al to help determine opportunities and key focus areas for the precinct. Two key projects, if endorsed by the Committee, are 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 new businesses. The Brand Blueprint is intended to drive activities for the next 3-5 years and will inform annual content strategies. The Brand Blueprint should form part of the new strategy to ensure JRMCC is a leader in creating the future it wants for Jetty Road, Glenelg. This includes, but is not limited to, target audience messaging, marketing initiatives, business attraction, identity and voice.

In parallel to the development of the Brand Blueprint, it is proposed that the Retail Strategy is reviewed and updated as follows:

2021/22 financial year – Undertake an internal and peer review of the current strategy to determine what has been achieved, what is still relevant, new opportunities.

2022/23 financial year – Jetty Road Coordinator, Business Development Partner and Commercial Lead to work with the Committee to draft a new strategy, with the input of an external strategy consultant. The consultant would facilitate strategic positioning and alignment with other strategic plans. This would happen alongside the development of a Brand Blueprint to ensure synergy of messaging and objectives and would include:

- Workshop with the committee
- Workshop with key stakeholders
- Trader consultation
- Review of current economic situation and analysis of future trends

- Drafting of priority areas key actions

A significant amount of background research was undertaken to develop the current strategy, it is intended to use this as a base for the new strategy and update data accordingly. COVID-19 has changed the business landscape and this will need to be considered when drafting the new strategy. The consultant engaged will be expected to have expertise in understanding current and predicted future business and precinct trends.

Once a new strategy and priority areas has been developed, an action plan will be drafted to guide the implementation of the strategy.

**BUDGET**

\$15,000 to be allocated in the 2023/23 budget to update the Jetty Road, Glenelg Retail Strategy

**LIFE CYCLE COSTS**

Not applicable

**ATTACHMENTS**

Nil



**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 4 May 2022 in the Parlour Meeting Room, Glenelg Town Hall, Glenelg.

**12. CLOSURE**