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**Jetty Road Mainstreet
Committee**

NOTICE OF MEETING

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

**Glenelg Library Meeting Room
Colley Terrace, Glenelg**

Wednesday 5 September 2018 at 6.00pm

Justin Lynch
CHIEF EXECUTIVE OFFICER

Jetty Road Mainstreet Committee Agenda

1. OPENING

The Chairman, Mark Faulkner will declare the meeting open at 6:00 pm.

2. APOLOGIES

2.1 Apologies

2.2 Absent

3. DECLARATION OF INTEREST

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

4. CONFIRMATION OF MINUTES

Motion

That the minutes of the Jetty Road Mainstreet Committee held on 1 August 2018 be taken as read and confirmed.

5. QUESTIONS BY MEMBERS

5.1 Without Notice

5.2 With Notice - Nil

6. MOTIONS ON NOTICE - Nil

7. PUBLIC PRESENTATION

Warwick Deller-Coombs, Team Leader Strategy will present an update on the next stage of the Jetty Road Masterplan that includes the detailed design works for Moseley Square, Colley Terrace and Chapel Street.

8. REPORTS/ITEMS OF BUSINESS

8.1 Monthly Finance Report (Report No:305/18)

8.2 JRMC Governance Model Engagement (Report No:306/18)

8.3 Draft Jetty Road Glenelg Retail Strategy 2018-2022 (Report No:307/18)

8.4 Winter Wonderland 2018 Event De-Brief Report (Report No:308/18)

8.5 Jetty Road Trader Awards (Report No:309/18)

9. URGENT BUSINESS – Subject to the Leave of the Meeting

10. DATE AND TIME OF NEXT MEETING

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 3 October 2018 in the Glenelg Library Meeting Room, Colley Terrace, Glenelg.

11. CLOSURE

**JUSTIN LYNCH
CHIEF EXECUTIVE OFFICER**

Item No: **8.1**

Subject: **MONTHLY FINANCE REPORT**

Date: 5 September 2018

Written By: Jetty Road Development Coordinator

General Manager: General Manager, Community Services

SUMMARY

Jetty Road Mainstreet Committee July 2018 variance report is prepared by the Jetty Road Development Coordinator and is presented for information to the members of the Jetty Road Mainstreet Committee.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this report.

COMMUNITY PLAN

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

Current 2018/19 Jetty Road Mainstreet budget is on track.

BUDGET

Not Applicable

LIFE CYCLE COSTS

There are no life cycle costs associated with this report.

INCOME & EXPENDITURE STATEMENT 31 July 2018

	Annual Budget	YTD Budget	YTD Actuals	Variance	<u>2017/18 Comparatives</u>	
					Actuals 31 July	Actuals 30 June
Revenue						
General Rates Raised	564,539	564,539	564,513	(26)	564,510	564,510
Other Income	4,200	-	-	-	901	2,612
Gift Card Revenue	-	-	-	-	-	26,059
	568,739	564,539	564,513	(26)	565,411	593,181
Expenses						
Employee Costs	149,371	8,564	9,536	(972)	10,475	149,323
Sponsorships	12,500	56	-	56	320	9,771
Professional Services	4,500	4,500	23	4,477	45	28,416
Event Management	69,388	254	3,681	(3,427)	2,600	41,705
Marketing	129,994	6,428	15,881	(9,453)	-	125,083
Retail Strategy Implementation	40,000	1,667	-	1,667	-	-
Repairs & Maintenance	-	-	-	-	264	994
Food & Drink	-	-	-	-	-	2,782
Office Expenses	-	44	101	(57)	93	1,315
Directory Board	-	-	-	-	-	939
Christmas Decorations	42,515	-	-	-	-	20,064
Operation Shopfront	-	-	-	-	-	195
Gift Card Expenditure	-	-	-	-	-	30,240
Christmas Pageant	35,717	-	-	-	-	30,502
Winter Wonderland	74,421	144,534	15,464	129,070	106,453	34,685
Tour Down Under	50,000	-	-	-	-	42,100
November Street Party	30,000	-	-	-	-	34,318
Tram Track Marketing	-	-	-	-	(15,963)	(2,393)
	638,406	166,047	44,686	121,361	104,287	550,039
Net Profit/(Loss)*	(69,667)	398,492	519,827	(121,386)	461,124	43,142

*Annual Budget includes carry forward amount from 2017/18 of \$77,167

Marketing - Breakdown

	Actual	Budget
Digital Marketing	15,581	
Radio		
Television		
Outdoor Signage		
Print Media		
Promotional Collateral	300	
Contingency Budget		
	<u>15,881</u>	<u>129,994</u>

226 - Glenelg Mainstreet

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available	
200 - Salaries	126,597	126,597	126,597	126,597	7,304	7,136	168	0	7,136	119,461
249 - Wages - Overtime	4,000	4,000	4,000	4,000	0	0	0	0	0	4,000
250 - Salaries Superannuation	11,871	11,871	11,871	11,871	685	675	10	0	675	11,196
283 - Sponsorships	12,500	12,500	12,500	12,500	56	0	56	0	0	12,500
300 - Other Contractual Services	0	0	0	0	0	23	(23)	0	23	(23)
301 - Professional Services	4,500	4,500	4,500	4,500	4,500	0	(4,500)	0	0	(4,500)
310 - Project/Event Management	69,388	69,388	69,388	69,388	254	3,681	(3,427)	0	3,681	65,707
31D - Retail Strategy Implementation	40,000	40,000	40,000	40,000	1,667	0	1,667	0	0	40,000
401 - Christmas Decorations	42,515	42,515	42,515	42,515	0	0	0	0	0	42,515
415 - Food and Drink	1,250	1,250	1,250	1,250	0	0	0	0	0	1,250
41F - Food, Drink, Entertainment (FBT Applicable)	2,000	2,000	2,000	2,000	0	0	0	0	0	2,000
426 - Printing and Stationery - Other	750	750	750	750	0	28	(28)	0	28	722
433 - Marketing - Promotion & Familiarisation	122,827	122,827	122,827	122,827	6,428	15,881	(9,453)	0	15,881	106,946
438 - Directory Board	2,500	2,500	2,500	2,500	0	0	0	0	0	2,500
817 - Insurance - Workers Compensation - Sals	6,903	6,903	6,903	6,903	575	1,725	(1,150)	0	1,725	5,178
832 - Telecommunications	1,000	1,000	1,000	1,000	44	73	(28)	0	73	927
89A - JRMC Carry Forward Budget	(70,000)	(70,000)	(70,000)	(70,000)	0	0	0	0	0	(70,000)
900 - Miscellaneous Income	0	0	0	0	0	(53)	53	0	(53)	53
910 - Ticket Sales	(4,200)	(4,200)	(4,200)	(4,200)	0	0	0	0	0	(4,200)
966 - General Rates Raised	(564,539)	(564,539)	(564,539)	(564,539)	(564,539)	(564,513)	(26)	0	(564,513)	(26)
968 - Reimbursements - Other	0	0	0	0	0	403	(403)	0	403	(403)
9GC - Gift Card Revenue	0	0	0	0	0	(350)	350	0	(350)	350
	(190,138)	(190,138)	(190,138)	(543,026)	(535,291)	(16,735)	0	(535,291)	336,153	

J01 - Christmas Pageant - Jetty Road Contribution (50% of budget)

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
249 - Wages - Overtime	7,223	7,223	7,223	7,223	0	0	0	0	7,223
310 - Project/Event Management	7,000	7,000	7,000	7,000	0	0	0	0	7,000
312 - Hire Companies	9,754	9,754	9,754	9,754	0	0	0	0	9,754
423 - Repairs and Maintenance - General Materials	1,200	1,200	1,200	1,200	0	0	0	0	1,200
433 - Marketing - Promotion & Familiarisation	6,000	6,000	6,000	6,000	0	0	0	0	6,000
800 - Other Expenditure	2,520	2,520	2,520	2,520	0	0	0	0	2,520
806 - Donations	573	573	573	573	0	0	0	0	573
835 - Entertainment/Special Occasions	5,447	5,447	5,447	5,447	0	0	0	0	5,447
944 - Sponsorship Income	(4,000)	(4,000)	(4,000)	(4,000)	0	0	0	0	(4,000)
	35,717	35,717	35,717	35,717	0	0	0	0	35,717

J02 - Winter Wonderland - Jetty Road Contribution (50% of Budget)

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
205 - Wages	0	0	0	0	36	(36)	0	36	(36)
249 - Wages - Overtime	541	541	541	541	0	541	0	0	541
301 - Professional Services	100,000	100,000	100,000	100,000	72,294	27,706	0	72,294	27,706
310 - Project/Event Management	2,207	2,207	2,207	2,207	2,100	107	0	2,100	107
326 - Security Services - General	12,000	12,000	12,000	3,636	11,568	(7,932)	0	11,568	432
433 - Marketing - Promotion & Familiarisation	18,000	18,000	18,000	16,125	19,606	(3,481)	0	19,606	(1,606)
492 - Web Sites Updates	170	170	170	0	7	(7)	0	7	163
800 - Other Expenditure	4,677	4,677	4,677	184	236	(53)	0	236	4,441
801 - Advertisements	15,485	15,485	15,485	15,485	0	15,485	0	0	15,485
835 - Entertainment/Special Occasions	6,356	6,356	6,356	6,356	788	5,568	0	788	5,568
910 - Ticket Sales	(81,720)	(81,720)	(81,720)	0	(88,621)	88,621	0	(88,621)	6,901
944 - Sponsorship Income	(3,295)	(3,295)	(3,295)	0	(2,550)	2,550	0	(2,550)	(745)
	74,421	74,421	74,421	144,534	15,464	129,069	0	15,464	58,957

Item No: **8.2**

Subject: **JRMC GOVERNANCE MODEL ENGAGEMENT**

Date: 5 September 2018

Written By: Jetty Road Development Coordinator

General Manager: General Manager, Community Services

SUMMARY

The Jetty Road Mainstreet Committee (JRMC) is an advisory committee of the City of Holdfast Bay formed under Section 41 of the *Local Government Act 1999*. Membership consists up to 11 members and aligns with the current term of Council and is required to operate in accordance with Part 4 of the Local Government Act 1999. The JRMC conducted a Special Meeting on 20 June 2018 to workshop alternative governance models with a facilitator and external subject matter experts.

A discussion paper on the alternative models has been provided to the Committee and at its 4 July 2018 meeting the JRMC recommended to Council their preferred governance model of an Incorporated Association established under the Associations Incorporation Act 1985. At the 7 August 2018 Council workshop the Chair of the JRMC presented to the Elected Members on the preferred model and at the workshop it was agreed that a survey should be conducted to consult with Jetty Road traders on the governance model options. An online engagement on the JRMC governance models was distributed to Jetty Road traders on 17 August 2018 and consultation closes on 3 September 2018.

RECOMMENDATION

That the JRMC note this report.

COMMUNITY PLAN

Placemaking: Creating lively and safe places
Community: Providing welcoming and accessible facilities
Community: Fostering an engaged and contributing community
Economy: Supporting and growing local business
Economy: Boosting our visitor economy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The JRMC conducted a Special Meeting on 20 June 2018 to workshop alternative governance models with a facilitator and external subject matter experts. A discussion paper on the alternative models has been provided to the Committee that provides an overview of the options:

- a. Section 41 Committee – retain as per status quo;
- b. Section 41 Committee that enjoys delegated authority to make decisions on behalf of the Council;
- c. Incorporated association established under the *Associations Incorporation Act 1985* (“the AI Act”);
- d. Council subsidiary established pursuant to section 42 of the LG Act

At its 4 July 2018 Committee meeting the JRMC recommended to Council their preferred governance model of an Incorporated Association established under the Associations Incorporation Act 1985.

REPORT

At the 7 August 2018 Council Workshop the Chair of the JRMC presented to the Elected Members on the preferred model and at the workshop it was agreed that a survey should be conducted to consult with Jetty Road traders on the governance model options. An online engagement on the JRMC governance models was distributed to Jetty Road traders on 17 August and consultation closes on 3 September 2018.

Below provides an outline of the communications plan for the governance model trader engagement:

*17 August - Distributed to Jetty Road traders via Trader newsletter
Distributed to landlords via email*

21 August – Flyer distributed by Passing Out to Jetty Road traders

27 August - Distributed to Jetty Road traders via Trader newsletter

*30 August - Distributed to Jetty Road traders via Trader newsletter
Distributed to landlords via follow up email*

JRDC will prepare in conjunction with council Administration a trader engagement report summarising survey findings. In addition JRDC is undertaking research on the operations of other business associations within South Australia thereafter a council report with recommendations will be prepared for further consideration.

BUDGET

The JRMC 2018/19 budget has been approved by Council without consideration of the proposed changes for a new governance model.

LIFE CYCLE COSTS

The JRMC need to consider budget implications associated with establishing a new governance model.

Item No: **8.3**

Subject: **DRAFT JETTY ROAD GLENELG RETAIL STRATEGY 2018-2022**

Date: 5 September 2018

Written By: Jetty Road Development Coordinator

General Manager: Community Services

SUMMARY

At the 7 March 2018 JRMC meeting the Jetty Road Mainstreet Committee (JRMC) endorsed the vision, strategic objectives and direction of the draft Jetty Road Glenelg Retail Strategy 2018-2022.

Throughout April, May and June the JRMC reviewed the draft and provided feedback to Administration. At the 20 June JRMC special meeting the updated draft Jetty Road Glenelg Retail Strategy 2018-2022 and Summary document was presented to the Committee and endorsed for trader consultation. The Draft Strategy was provided to Council for their information at their meeting on 26 June 2018.

RECOMMENDATION

That the JRMC endorse initiatives to support the 4 year delivery of the plan.

COMMUNITY PLAN

Placemaking: Creating lively and safe places

Community: Providing welcoming and accessible facilities

Community: Fostering an engaged and contributing community

Economy: Supporting and growing local business

Economy: Boosting our visitor economy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

At the 7 March 2017 JRMCM meeting the JRMCM endorsed the vision, strategic objectives and direction of the draft Jetty Road Retail Strategy 2018-2022.

At the 11 April 2018 JRMCM meeting the draft high level summary was presented for endorsement ready for trader consultation throughout May 2018. At the meeting the Committee discussed the draft document and agreed that the Committee members should have more time to provide feedback on the Draft Strategy presented. At this meeting the Committee adjourned endorsing the draft Jetty Road Retail Strategy until the 2 May 2018 JRMCM meeting and Committee members were asked to provide feedback on the draft document to the Manager City Activation by 20 April 2018. Throughout May and June Committee members reviewed the draft strategy and provided feedback to the Jetty Road Development Coordinator.

At the 20 June JRMCM Special meeting the updated draft Jetty Road Glenelg Retail Strategy 2018-2022 and Summary document was presented to the committee and endorsed for trader consultation.

REPORT

At the 26 June Council meeting the Draft Jetty Road Glenelg Retail Strategy 2018-2022 (Report No: 223/18) was placed on the agenda to be endorsed for trader consultation throughout July.

At the council meeting the following motion occurred: C260618/1201

That Council adjourn the motion to allow time for convening a workshop, including all stakeholder representatives, to take this strategy document and build:

- 1. A clear vision:*
- 2. Objectives to achieve that vision:*
- 3. Strategies necessary to achieve the objectives:*
- 4. Actions to be taken and road map to implement them; and*
- 5. Measures to determine our progress in achieving them*

Following this the Chair of the JRMCM and David West, Principle of Premier Retail Marketing presented the draft strategy at the Council workshop on 7 August 2018.

Due to Council caretaker period taking place from 4 September 2018 the JRMCM are unable to distribute the Draft Strategy for consultation until Council elections have occurred. The document will be scheduled to be endorsed at Council meeting during November for trader consultation during December 2018.

To support the four year delivery of the draft retail strategy the JRMC allocated \$40,000 towards year one delivery of the strategy.

The JRDC in consultation with the marketing working group and the Chair and Deputy Chair have discussed some initiatives to support the four year delivery. A verbal update will be provided at the 5 September meeting.

BUDGET

The cost of public consultation will be absorbed within existing budget lines.

LIFE CYCLE COSTS

The 2018/2019 budget includes \$40,000 for implementing actions contained in the Summary.

Item No: **8.4**

Subject: **WINTER WONDERLAND 2018 EVENT DE-BRIEF REPORT**

Date: 5 September 2018

Written By: Jetty Road Development Coordinator

General Manager: Community Services, Ms M Lock

SUMMARY

This report provides an overview on the results of Winter Wonderland ice skating rink in Moseley Square that took place from 1 to 22 July 2018 during the school holidays.

Following the success of previous Winter Wonderland events and the learnings gained from each successive event, Jetty Road Mainstreet Management Committee since 2014, contributes up to \$75,000 towards Winter Wonderland. This event is jointly funded with Council. The City Activation and JRMC budgets for 2018/2019 provides sufficient funds to meet the costs of the event, based on the net cost of the 2017 event.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this report.

COMMUNITY PLAN

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

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The Winter Wonderland festival was developed by the Jetty Road Mainstreet Management Committee (JRMMC) in 2014 to help stimulate economic development during off peak visitation and to keep Glenelg front of mind as a destination during winter.

Over the four years that the event has operated we have refined the operation and marketing to a point where Jetty Road Mainstreet Committee and Council can be assured of a successful event.

REPORT

As can be seen from the table below the net cost to Jetty Road Mainstreet Committee and Council in the last three years has reduced, while the economic impact and marketing reach has grown, meeting the Winter Wonderland goal of increasing the number of people visiting Glenelg during the winter months.

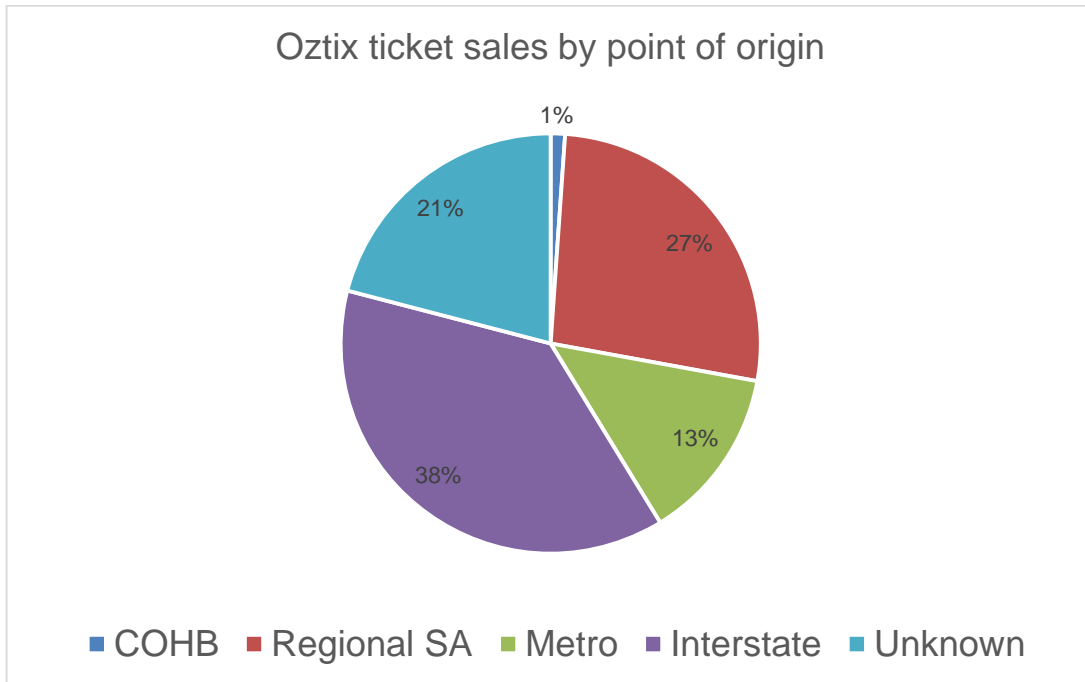
Table 1 showing financial results – (Excluding Council Contribution)

*Importantly all 2018 Winter Wonderland actuals are estimates only with event reconciliation currently being finalised.

Results	2015	2016	2017	2018
<i>Total Ice Skating Sessions available</i>	46,200 (6 weeks)	32,850 (4 Weeks)	40,579 (3 weeks)	39,163 (3 weeks)
<i>Total Tickets sold</i>	29,000 (including penguins)	22,000 (including penguins)	28,000 (including penguins)	23310 (including toboggan penguins)
<i>Total Income from sales</i>	\$218,117	\$174,168	\$191,233	\$182,343
<i>JRMC share of income (50%)</i>	\$109,059	\$87,084	\$97,526	\$91,171
<i>Expenditure (JRMC share 50%)</i>	\$184,710	\$148,788	\$132,189	\$108,134

Net cost to JRMC	\$75,651	\$61,704¹	\$34,663²	\$15,463³
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Graph 1 showing visitor point of origin:



Note: Data from online and box office sales. The data is a reflection of Oztix customers account information.

Table 2 showing additional indicators

Indicator	2015	2016	2017	2018
Economic Impact ⁱ	\$1.4 million	\$1,012,000	\$1,046,422	\$3,126,533
Media Reach	3,785,204	2,351,516	1,772,744	1,754,865
Free Media Value	\$240,000	\$182,300	\$358,049	\$97,161
Webpage Visits	61,801	37,358	31,484	28658
Social Media Reach	31,172 views and 1395 likes and shares	33,779 views and 1310 likes and shares	179,253 views; 1,811 comments and shares.	216.2k reach 8.1k responses

¹ \$9,468 returned to JRMC overall budget as part of September 2016 budget update

² \$35,000 returned to JRMC overall budget as part of September 2017 budget update

³ \$59,247 returned to JRMC overall budget as part of September 2018 budget update

<i>Winter Warmer Vouchers redeemed</i>	4000	3250	Not available	644 redeemed 2075 saved 5,087 views <i>As at 28/8/18</i>

Value Proposition/Community Benefit:

The event aligns with Jetty Road Mainstreet Committee current Terms of Reference key objectives; To enhance and promote the Precinct as a vibrant shopping, leisure and recreational area with year round appeal to residents and visitors; Further the economic development of the Precinct; Alignment with City of Holdfast Bay current Our Place Community Plan 2030 key elements of supporting a diverse and resilient local economy through boosting the number of visitors to Holdfast Bay.

It also supports our Tourism Vision where the City of Holdfast Bay is committed to providing a lively, diverse, safe and accessible tourism destination for visitors and residents alike whilst ensuring sustainability and economic benefits for our immediate community and region

Winter Wonderland also aligns with the four tourism focus areas to facilitate sustainable tourism growth and will impact on the key event deliverables of

- Increase visitor length of stay and expenditure during off peak visitation.
- Increase repeat visits to Glenelg and surrounds
- Increase destination awareness
- Increase number of day-tripper and intrastate visitors.

Sponsorship:

The event received 14 ice rink sponsors, 10 of those were Jetty Road traders. The Jetty Road Development Coordinator also undertook business development to seek presenting and supporting sponsor partnerships and approached 15 major companies.

Winter Warmers:

For the first year Winter Warmers is exclusively available online with no charge to businesses, accommodation properties and or service providers that choose to opt in. Vouchers are valid from 1 July to 30 September 2018. Moving the Winter Warmers Booklet online is aligned with market research showing growth in Australian's using smart phones. Deliotte's Mobile Consumer Survey 2017 found that Australia remains one of the leading global adopters of the smartphone and 88 percent of Australians now own one, with market growth being driven by older generations (65+). Latest data is as follows:

2018 Online Winter Warmers	2017 Winter Warmers results
<ul style="list-style-type: none"> • 5,087 have opened the directory 	587 vouchers redeemed

<ul style="list-style-type: none"> • 2,075 have opened a coupon and sent to email • 644 coupon have been used through the website • 72.8% use it on their phone (24.8% on Android, 48% on IOS). 	<p>Hard copy booklet</p>
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New Innovations/Improvements:

Aesthetics associated with the presentation of the marquee were well received especially in the toboggan tent and the public response positive.

Contractor and ticketing system improvements to ensure seamless transaction for the customers' point of view were implemented with OZTIX engaged for the July event. In addition ticket prices were slightly increased;

- Adult (15 and above) \$16.50
- Child (2 to 14) \$11.00
- Family (2 adults and 2 children or 1 Adult and 3 Children \$38.50
- *Skating aid (penguins) \$5.00

Telstra Building Lighting Activation:

The Jetty Road Mainstreet Committee implemented the Telstra Building Lighting activation which received positive feedback and supports vibrancy of the precinct at the eastern end during Winter Wonderland. The Jetty Road and Brighton Road intersection receives 43,000 two-way traffic during a 24 hour period. *Source: Department for Planning Transport and Infrastructure Annual Average Daily Traffic Estimates 24 hour two-way traffic flows: Road Assessment Management 1 March 2015.*



Marketing:

The 2018/19 JRMC Marketing Plan and Winter Wonderland marketing plan included some new initiatives to promote the event including more digital content, consumer newsletter, ADELADY, KIDDO Magazine and KIDDO bloggers preview event. Initiatives below

Digital	Print
Holdfast Bay Website banner	A3 poster
Holdfast Bay website events page	A5 flyer
Instagram image launch event	Winter Warmer A3 poster
Twitter image	Rink signage
Play and Go listing	Winter Warmer decals – info desk
KIDDO MAG	Other
ADELADY video and Blog	Events news media release
Outdoor / Onsite	e-newsletter traders
Entry statements	Jetty Road Consumer News June
Bin core flutes	Social media
Moseley square banner	Jetty Road Channels
Adshel – bus stops	ADELADY/KIDDO/Bloggers/Play and Go/What's On ADL

Below provides some examples of the event marketing:



BUDGET

A budget based on 17/18 actuals sees an amount of \$59,249 incorporated into the 2018/19 budget with matched funding available through Council. As always with any incoming generating proposal, final costs and income will be dependent on a range of factors, including ticket sales, competing events, and successful marketing.

*Importantly all 2018 Winter Wonderland actuals are estimates only with event reconciliation currently being finalised.

LIFE CYCLE COSTS

The 2018/2019 JRMC budget includes \$75,000 for Winter Wonderland event delivery.

ⁱ based on model provided by Tourism Research Australia)

Item No: **8.5**

Subject: **JETTY ROAD TRADER AWARDS**

Date: 5 September 2018

Written By: Jetty Road Development Coordinator

General Manager: Community Services, Ms M Lock

SUMMARY

The Jetty Road Trader Awards celebrate excellence in business within the precinct. The awards are voted by consumers online which took place from 1-19 August 2018. The awards evening will be held on Friday 5 October 2018 at the Glenelg Surf Life Saving Club.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this report.

COMMUNITY PLAN

Placemaking: Creating lively and safe places
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Economy: Supporting and growing local business
Economy: Boosting our visitor economy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The Jetty Road Trader Awards are an initiative of the Jetty Road Mainstreet Committee that are held annually to celebrate excellence in business within the precinct. The awards are voted by consumers online and will be promoted in stores and online from 1-19 August 2019. The awards evening will be held on Friday 5 October 2018 at the Glenelg Surf Life Saving Club.

REPORT

2018 consumer choice Jetty Road Trader Award categories are:

1. Best Café and Takeaway
2. Best Coffee
3. Best Fashion, Homewares or Accessories Retailer
4. Best Social Media
5. Best Hair and Beauty
6. Best Independent Retailer
7. Best Restaurant / Licensed venue
8. Best Jetty Road Customer Experience
9. Health, Wellness and Fitness

How voting works:

The web link www.jettyroadawards.com will be promoted on Jetty Road's website and social media channels to encourage consumers to vote for the businesses under each category. Voting was open from 1 to 19 August.

Consumer Engagement with Jetty Road Trader Awards		
2017 Online Voting Results	2018 Online Voting Results	Percentage increase
<ul style="list-style-type: none"> • 1,887 viewed the page • 1127 votes were received 	<ul style="list-style-type: none"> • 5,100 viewed the page • 3,600 votes were received 	<ul style="list-style-type: none"> • 170% • 219%
Traffic to voting website: <ul style="list-style-type: none"> • 351 via social media • 11 via email 1783 directly to webpage 	Traffic to voting website: <ul style="list-style-type: none"> • 1907 via social media • 146 via email • 2558 directly to webpage 	<ul style="list-style-type: none"> • 443% • 1227% • 43%

The Jetty Road Development Coordinator engaged two suitable external parties to undertake in store judging for two of the categories as part of the second round of judging which took place the week commencing 27 August. These categories are:

- Best Social Media
- Best Jetty Road Customer Experience

The Awards evening will be held on Friday 5 October from 6-9pm at the Glenelg Lifesaving Club. The evening will be hosted by media personalities ADELADY and the entertainment for the evening will be Mr Buzzy.

BUDGET

\$30,000 is budgeted for event delivery from the 2018/19 financial year.

LIFE CYCLE COSTS

Not applicable