

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 1 June at 6.00pm

**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 4 May 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

9. REPORTS/ITEMS OF BUSINESS


- | | | |
|-----|------------------------------|---------------------|
| 9.1 | New Committee Member Welcome | (Report No: 182/22) |
| 9.2 | Monthly Finance Report | (Report No: 183/22) |
| 9.3 | Marketing Update | (Report No: 184/22) |
| 9.4 | Jetty Road Events Update | (Report No: 185/22) |

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 6 July 2022 in the Parlour Meeting Room, Glenelg Town Hall, Glenelg.

12. CLOSURE



ROBERTO BRIA
CHIEF EXECUTIVE OFFICER

Item No: 9.1

Subject: **NEW COMMITTEE WELCOME**

Date: 1 June 2022

Written By: Jetty Road Development Coordinator

General Manager: Community and Business Services, Ms M Lock

SUMMARY

Following the resignation of four committee members, nominations were sought to fill the vacant positions and assessed against a skills matrix by the determined Selection Committee.

The Jetty Road Mainstreet Committee (JRMCC) comprises 11 members who are a mix of the Jetty Road Mainstreet Precinct (the Precinct) business owners who contribute to the separate rate levy, commercial property owners and Elected Members of Council. Four (4) resignations were received from existing Committee Members in March and April 2022. Business owners and owners of commercial property within the boundaries of the Precinct, who contribute to the separate rate levy were invited to nominate for one (1) of the vacant positions on the Jetty Road Mainstreet Committee. Nominations were open from 11 - 22 April 2022. The selection panel met in May and this report provides their recommendations for the appointment of the committee members to fill the four (4) vacancies until the end of the current term, 31 March 2023.

RECOMMENDATION

That the Jetty Road Mainstreet Committee:

1. **Note this report.**
 2. **Elect _____ as Chairperson for the remainder of the current term.**
-

STRATEGIC PLAN

Innovation: entrepreneurialism
Sustainability: resilience in our economy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The Jetty Road Glenelg Precinct (“the Precinct”) is recognised throughout South Australia and beyond as one of the best examples of a thriving traditional retail, hospitality and business district, servicing the needs of the community and around two million visitors each year. In 1994, the former City of Glenelg established the Jetty Road Mainstreet Board (“the Board”) with the aim of supporting the Precinct to flourish and expand, to strengthen partnerships between businesses, the Council and local community. In 2007, the name was changed to the Jetty Road Mainstreet Management Committee (JRMMC), followed by a further name change in 2016 to the Jetty Road Mainstreet Committee (JRMCM).

The JRMCM comprises 11 members who are a mix of the Glenelg Mainstreet Precinct (Jetty Road, Glenelg) business owners, commercial property owners and Elected Members of Council.

The Jetty Road Mainstreet Committee is established to advise Council on promoting the Precinct as a vibrant shopping, leisure and recreational area with year round appeal and furthering the economic development of the Precinct and encouraging further retail investment in the Precinct.

REPORT

Following the resignation of four committee members at the 24 May Council Meeting, Council endorsed the selection panel’s recommendation and endorsed the four new Jetty Road Mainstreet Committee effective from 1 June 2022 (Council resolution C240522/2611) as follows:

- Mr Brock Meuris, Terra & Sol;
- Mr Chris Morley, Echelon Studio – Architecture and Design;
- Mr Damien Murphy, Glenelg Finance; and
- Mr Jason Rayment, Smart Hearing Solutions

A copy of the Jetty Road Mainstreet Committee Terms of Reference and the City of Holdfast Bay Code of Practice Meeting Procedures will be provided to the new committee members.

The committee will also appoint a new Chairperson at this meeting due to the resignation of the incumbent.

BUDGET

Not applicable

LIFE CYCLE COSTS

There are no lifecycle costs associated with this report.

Item No: 9.2

Subject: **MONTHLY FINANCE REPORT**

Date: 1 June 2022

Written By: Jetty Road Development Coordinator

General Manager: Community and Business Services, Ms M Lock

SUMMARY

The Jetty Road Mainstreet Committee April 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 30 April is on track. Variances between YTD Budget and Actuals are due to timing differences and are not operationally significant.

The Event Management budget is \$30,000 underspent. This will be allocated to a Trader networking event to be held in July, and Trader Workshops (which were difficult to run during COVID) to be scheduled to complement the wider City of Holdfast Bay business workshops. Expenditure on these events not incurred this financial year will be carried forward into 22/23.

The May report will reflect the reallocation of the following funds to support additional expenditure on a car as the grand prize for the Spend & Win initiative (Promotions):

- \$10,000 - March Activation saving
- \$16,000 - Marketing Contingency
- \$4,000 - Influencers (Part of Public Relations budget line)
- \$2,000 - Signage
- \$1,000 - Website (Part of Advertising budget line)

All funds not expended this financial year will be carried forward to 2022/23. The following carry forwards are expected:

- \$50,000 - Seafood festival (event deferred)
- \$10,000 – Retail Strategy Implementation (activity deferred)
- \$15,000 – Side street activation grant (activity deferred)

Any additional carry forward will be reported as part of the June financial reports will presented to the Committee in August.

BUDGET

Not applicable

LIFE CYCLE COSTS

There are no lifecycle costs associated with this report.

INCOME & EXPENDITURE STATEMENT 30 APRIL 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	-	-	3,085	3,085	-	2,690
Other Income	20,000	16,000	14,449	(1,551)	4,064	19,464
	618,480	614,480	616,003	1,523	582,140	606,603
Expenses						
Employee Costs	206,153	167,771	169,832	(2,061)	126,282	207,435
Sponsorships	26,500	26,500	25,030	1,470	5,764	-
Event Management	39,500	34,500	3,778	30,722	31,236	23,585
Retail Strategy Implementation	10,000	-	-	-	25,633	480
Christmas Decorations	10,000	10,000	10,000	-	20,417	-
Food & Drink	3,500	2,900	271	2,629	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	5,000	6,651	(1,651)	4,195	12,045
Other Expenditure	-	-	2,406	(2,406)	454	629
Marketing					142,079	206,578
Social Media Management	36,000	34,000	33,697	303		
Signage	24,079	20,000	19,284	716		
Public Relations	37,740	25,000	13,827	11,173		
Publications	60,000	49,000	40,740	8,260		
Advertising	15,600	12,000	1,946	10,054		
Promotions	43,750	20,000	6,456	13,544		
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	30,000	30,000	-	-	-
Christmas Pageant	-	-	-	-	20,000	-
Gin Festival	-	-	-	-	23,209	-
	783,052	545,521	471,014	74,507	543,166	536,094
Net Profit/(Loss)*	(164,572)	68,959	144,989	76,030	38,974	70,509

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

INCOME & EXPENDITURE STATEMENT 30 APRIL 2022

		Annual Budget	YTD Budget	YTD Actuals	Variance
Expenses					
Marketing					
Social Media Management	Social Media Management	36,000	34,000	33,697	303
Signage	Tram Wrap	24,079	20,000	19,284	716
	SA Style Mag, CityMag, Blogs and Consumer News, be Local Campaign, photoshoot, influencers, Winter Warmers Digital	37,740	25,000	13,827	11,173
Public Relations	JR LOCAL Magazine	60,000	49,000	40,740	8,260
Publications	Social Media advertsing, Website, Google Adwords, YouTube advertising	15,600	12,000	1,946	10,054
Advertising	Shopping campaigns	43,750	20,000	6,456	13,544
Promotions	Marketing contingency	31,380	20,000	15,188	4,812
Marketing Contigency					
		248,549	180,000	131,138	48,862

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

Item No: 9.3

Subject: **MARKETING UPDATE**

Date: 1 June 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 17 May 22 to 7,052 subscribers; this is an increase of 243 subscribers since the May edition. The May newsletter focused on 3x3 Pro Hustle Basketball, The Moseley Igloos and a 'What's On' segment.

This Electronic Direct Mail (EDM) had a 32% open rate with 2,250 opens and 1,325 total clicks.

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

Trader News

- **1 April – 458 recipients – 53% open rate**
Advertising in the Jetty Road Local Magazine, Launch of the Creative Holdfast Program, How to log a maintenance issue.
- **8 April – 457 recipients – 43.6% open rate**
Easter Opening Hours and SALA
- **11 April – 456 recipients – 51.1% open rate**
JRMN Nominations
- **20 April – 453 recipients – 40.1% open rate**
JRMN nominations reminder, Durham Street Developments
- **13 May – 448 recipients, 42.1% open rate**
3x3 Pro Hustle, Thank you to Con Maios, On Kurna Land, Carboard recycling bins

The Jetty Road Trader Newsletter is currently being transitioned from Mailchimp to the Monitor CRMS, which is a database and engagement tool. This change will reduce duplication and allow more targeted communication with different business types. Monitor CRMS is the master database for collating business information across the City of Holdfast Bay.

Jetty Road, Glenelg 'Tag & Win' competitions

Throughout April – May, 2022, three Jetty Road, Glenelg 'Tag & Win' competitions were run.

These competitions are a way to profile traders and leverage the Jetty Road Glenelg's social media audience.

With each competition, the trader donated a prize with entrants having to tag someone they would share the prize with, be following both Jetty Road, Glenelg and the prize giving business.

Benefits to the business include:

- Incentivises people to follow the business (new followers)
- Grows the featured trader's social media reach
- Builds community
- Builds awareness and brand recognition
- Increase in engagement

Trader	Comments	Increase in page likes	Accounts Reached
Pinot & Picasso	667	468	9,912
The Source Bulk Foods	328	257	6,150
Mothers Day with Bay Junction Florist and the Stamford Grand	240	338	6,592

Jetty Road LOCAL Magazine – Winter Edition

At the time of writing this report the winter edition of the Jetty Road LOCAL Magazine was in print production. Through a collaboration with the City of Holdfast Bay Tourism team, an additional 15,000 magazines were printed for letterbox distribution in Mount Barker and surrounding areas and Port Lincoln. These areas are identified as key local tourism markets for Glenelg and aligns with a broader initiative to promote Glenelg and the whole of City of Holdfast Bay to regional areas.

The Magazine will be distributed the week commencing 30 May 2022 with additional copies to be available at the Winter Wonderland.

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

Spend and Win

The Jetty Road Glenelg Spend & Win promotion supports all 330 businesses within the Jetty Road precinct. The competition aim is to attract new visitors and encourage repeat visitation to the Jetty Road precinct to stimulate financial activity. It also builds the Jetty Road consumer database that is utilised to directly promote Jetty Road precinct businesses, events and activities throughout the year.

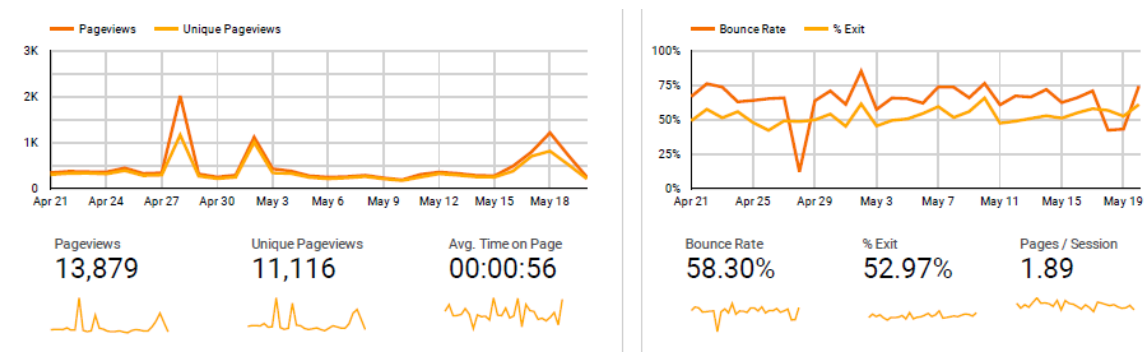
The competition will run for four weeks from 1 June to 30 June 2022. Customers at participating businesses are required to spend a minimum of \$30 in one transaction; they are given entry information to enter online for a chance to win a BMW 118i. This is a more significant prize that has previously been offered and appeals to a broad audience.

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

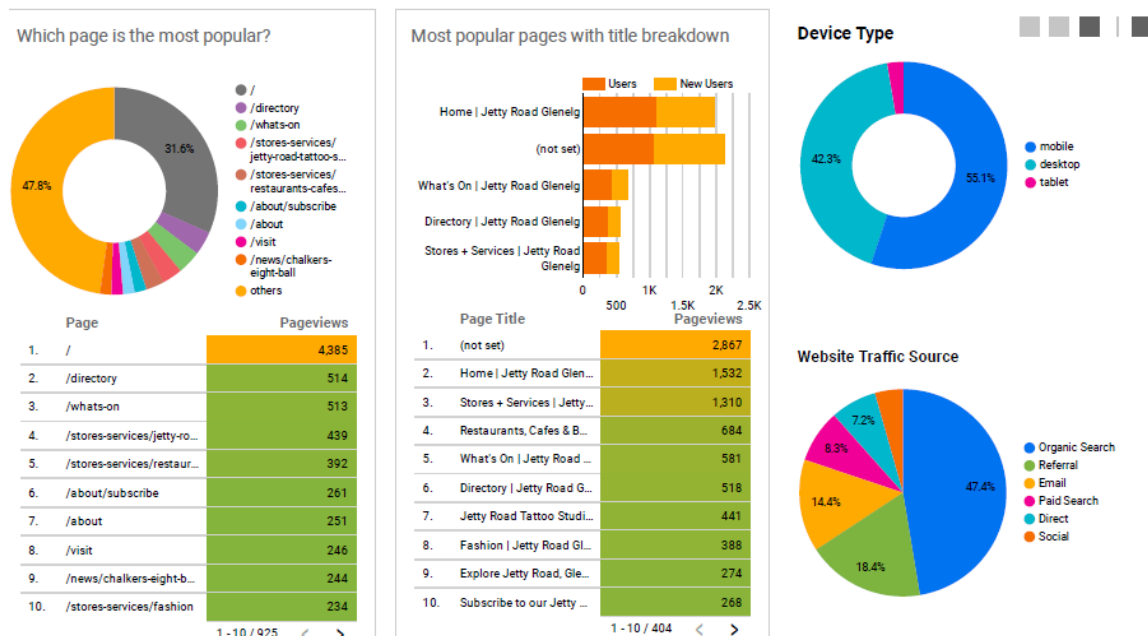
The four week Marketing Plan includes;

- SAFM radio campaign
- Social media campaign with Cosi
- Jetty Road and associated partners social media channels
- Jetty Road website competition webpage and web banner
- Road Signage – 20x corflute pole wraps
- Posters and counter cards installed at the participating businesses
- Brighton Sports Complex LED screen advertisement
- Glenelg and Brighton Libraries digital screens

Jetty Road Website – 21 April 2022 – 20 May 2022



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.

Some noticeable website observations include:

- Increased activity in newsletter subscriptions – this is due to the improved user experience of having a “sticky sign up button” that moves with the page rather than an interruption pop up
- Increased activity in searchers for ‘Chalkers’
- Almost 50% of website searches come organically

Social Media

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




Reached 13.7k

	21 Feb – 20 Mar	21 Mar – 20 Apr	21 Apr – 20 May
Page Followers	31,149 ↑	30,311 ↓	31,170
Posts	25	24 ↓	21 ↓
Post engagement	Reactions 800 ↓ Comments 185 ↑ Shares 90 ↑	Reactions 600 ↓ Comments 85 ↓ Shares 42 ↓	Reactions 372 ↓ Comments 93 ↑ Shares 21 ↓

Most engaging posts 21 April 2022 to 20 May 2022.

9 May 485 engagement The Moseley Igloos	16 May 217 engagement Subscribe & Win	7 April 163 engagement 3x3 Pro Hustle
<p>The igloos are back!!!</p> <p>The winter destination in Moseley Square is decked out with all the comforts you'll need - and of course the amazing food and drinks that is the The Moseley</p> <p>To book visit the link on the Moseley page.</p> 	<p>We are giving you the chance to win a \$250 Jetty Road gift card just by subscribing - it's that easy!</p> <p>The Jetty Road newsletter is full of news, promotions, events and tips in and around Jetty Road, Glenelg.</p> <p>Follow the link to stay in the loop and be in the running for a shopping spree on us! ... See more</p> 	<p>GAME ON 🏀</p> <p>For the first time in South Australia, 3x3 Pro Hustle is heading to the beach with Glenelg hosting Australia's finest 3x3 basketballers.</p> <p>Saturday 28 May will see the junior teams test their skills on the 3x3 court with a 3x3 Street Hustle.... See more</p> 

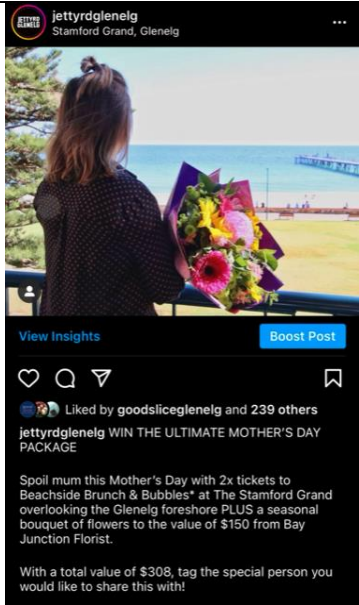
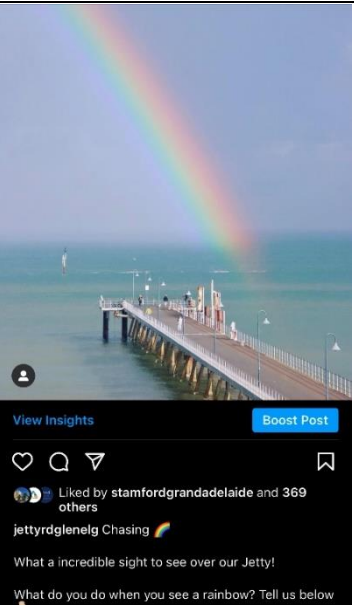
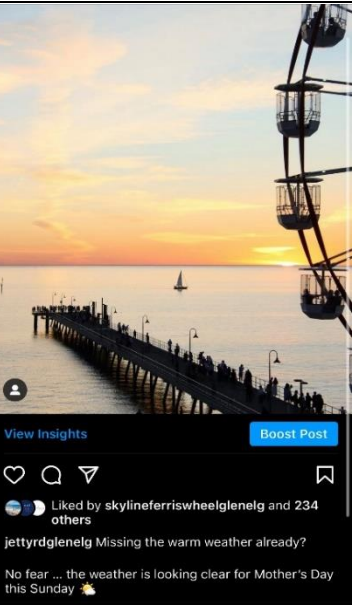
Posts with greatest reach 21 April 2022 to 20 May 2022.

9 May 7.6k reached The Moseley Igloos	16 May 4.9k reached Subscribe & Win Competition	7 May 3.6k reached Jetty Road Post
<p>The Igloos are back!!!!</p> <p>The winter destination in Moseley Square is decked out with all the comforts you'll need - and of course the amazing food and drinks that is the The Moseley</p> <p>To book visit the link on the Moseley page.</p> 	<p>We are giving you the chance to win a \$250 Jetty Road gift card just by subscribing - it's that easy!</p> <p>The Jetty Road newsletter is full of news, promotions, events and tips in and around Jetty Road, Glenelg.</p> <p>Follow the link to stay in the loop and be in the running for a shopping spree on us!... See more</p> 	<p>Celebrate the special women in your life this Sunday 🌟</p> <p>Start your day with breaky or brunch at The Daily Fixx ☺ Trading as normal, from 8am - 2pm.</p> <p>If you would like to reserve a seat, call or DM the team 🍷</p> 

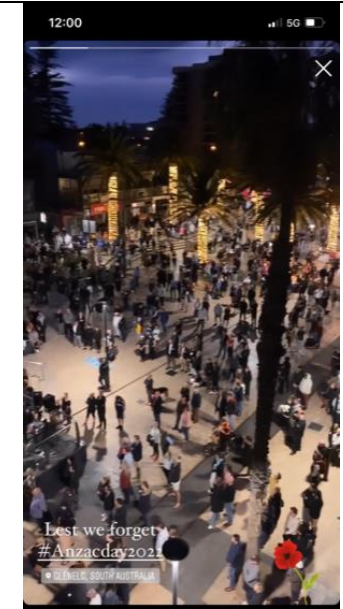


Instagram

	21 Feb – 20 March	21 Mar – 20 Apr	21 Apr – 20 May
Followers	19.7k ↑	19.9k ↑	19.85 ↓
Posts	25	25	23 ↓
Interaction	2.3k ↓	2.7k ↑	3.2k ↑
Reached	29.7k ↑	44.4k ↑	21k ↓
Comments	169 ↑	1,105 ↑	410 ↓
Stories	318 ↑	291 ↓	282 ↓

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

29 April- 593 Interaction 6.7k Reach Mother's Day 'Tag & Win'	16 May – 399 Interaction 3.9k Reach Destination Post	6 May– 257 Interaction 2.8k Reach Destination Post
 <p>jettyrdglenelg Stamford Grand, Glenelg</p> <p>View Insights Boost Post</p> <p>Liked by goodsliceglenelg and 239 others</p> <p>jettyrdglenelg WIN THE ULTIMATE MOTHER'S DAY PACKAGE</p> <p>Spoil mum this Mother's Day with 2x tickets to Beachside Brunch & Bubbles* at The Stamford Grand overlooking the Glenelg foreshore PLUS a seasonal bouquet of flowers to the value of \$150 from Bay Junction Florist.</p> <p>With a total value of \$308, tag the special person you would like to share this with!</p>	 <p>View Insights Boost Post</p> <p>Liked by stamfordgrandadelaide and 369 others</p> <p>jettyrdglenelg Chasing 🌈</p> <p>What a incredible sight to see over our Jetty!</p> <p>What do you do when you see a rainbow? Tell us below</p>	 <p>View Insights Boost Post</p> <p>Liked by skylineferriswheelglenelg and 234 others</p> <p>jettyrdglenelg Missing the warm weather already?</p> <p>No fear ... the weather is looking clear for Mother's Day this Sunday ☀️</p>

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

1.6k reached	1.4k reached	1.3k reached
 <p>12:00</p> <p>Let's not forget #Anzacday2022</p>	 <p>12:09</p> <p>Open now and all day @stlouisastralia Glenelg</p>	 <p>12:11</p> <p>Puffers and much more Open now until 5pm @attitudes_boutique</p>

BUDGET

The JRMC has \$248,549 allocated towards implementing the 2021/22 Marketing Plan, of which \$131,138 has been expended as at 30 April 2022.

LIFE CYCLE COSTS

Not applicable

Item No: 9.4

Subject: **JETTY ROAD EVENTS UPDATE**

Date: 1 June 2022

Written By: Jetty Road Development Coordinator

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 JRMBC Budget includes funding for the following events:

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

Council's 22/23 events budget was endorsed at the 10 May meeting of Council (Council motion C1000522/2592). Items of note include:

- Allocation of \$62,500 to Winter activation (50:50 split with JRMBC as per 2019)
- Increased allocation from Council to Christmas event to incorporate some elements of the Christmas at the Bay model adopted in 2021

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

The Pro Hustle 3x3 Basketball (28 & 29 May 2022) was in the final planning stages at the time of writing. A wrap-up of the event will be provided to the Committee at a future meeting.

Winter Activation

Date: 1-25 July 2022

Winter Wonderland is returning for 2022 with ice skating on the Glenelg foreshore. This activation will be jointly funded by the Council (50%) and the JRMBC (50%). Based on attendance from past winter events, the primary target audience during the week will be families and children with the activation to be fun through the July school holidays. At the time of writing this report, the team are investigating options for weekend evening activities to attract an adult audience and the option to hold a winter market weekend following the ice skating.

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.