

Agenda

Jetty Road
Mainstreet
Committee

NOTICE OF MEETING

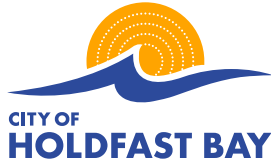
Notice is hereby given that a meeting of the
Jetty Road Mainstreet Committee will be held in the

Mayor's Parlour - Glenelg Town Hall
Moseley Square Glenelg

2 July 2025 at 6pm



Pamela Jackson
Chief Executive Officer



1. Opening

The Chairperson, Ms Gilia Martin will declare the meeting open at 6.00pm.

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 June 2025 be taken as read and confirmed.

6. Presentations

6.1 Transforming Jetty Road Project Update

Ms P Jackson, Chief Executive Officer will provide an update on the Transforming Jetty Road Project

7. Questions by Members

7.1 Without Notice

7.2 On Notice

7.2.1 Brighton Winter Solstice Street Party Licensing – A Warren (Report No: 201/25)

7.2.2 Tourism Destination Marketing Initiatives – G Martin (Report No: 202/25)



8. Member's Activity Reports – Nil

9. Motions on Notice

- 9.1 Trader Package – G Martin (Report No: 203/25)
- 9.2 Letter to Minister of Tourism, Zoe Bettison MP – G Martin (Report No: 204/25)
- 9.3 Letter to Australia Post – G Martin (Report No: 205/25)
- 9.4 Mainstreet SA, Activate Your Place Training – G Martin (Report No: 206/25)

10. Reports By Officers

- 10.1 Items in Brief (Report No: 207/25)
- 10.2 Monthly Finance Report (Report No: 208/25)
- 10.3 Jetty Road Events Update (Report No: 209/25)
- 10.4 Marketing Update Report (Report No: 210/25)
- 10.5 Jetty Road Mainstreet Committee Terms of Reference (Report No: 211/25)

11. Urgent Business – Subject to the Leave of the Meeting

12. Date and time of next meeting

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 6 August in the Mayor's Parlour – Glenelg Town Hall, Moseley Square, Glenelg.

13. Closure

Pamela Jackson
Chief Executive Officer

Item No: 7.2.1

Subject: QUESTION ON NOTICE – BRIGHTON WINTER SOLSTICE STREET PARTY LICENSING

Question

Jetty Road Mainstreet Committee Deputy Chair Angus Warren asked the following questions:

“Seeking information outlining the steps taken to licence the whole street for the Brighton Winter Solstice street party; specifically:

- 1. What material difference exists between licensing Jetty Road Glenelg vs Brighton Jetty Road for a street party.***
- 2. Has Councils risk appetite changed in terms of liquor licensing street parties since January 2025 and now, noting council administration adamant that the risk associated with licensing the street and recommended that traders take up their own liquor licenses for Ice Cream Festival.***
- 3. What can the committee do to ensure that any future street parties are fully licensed events if required.”***

Background

An update on the differences between licensing Jetty Road, Glenelg and Jetty Road, Brighton for a street party including associated risks with event delivery and compliance.

Answer – Manager, City Activation

The Brighton Winter Solstice Street party had a short-term liquor licence applied to the full street closure in 2024, and again in 2025. The licence in 2025 included several new conditions imposed to ensure compliance with the Liquor Licensing Act. These conditions comprised a significant increase in security personnel, a limit on the number of drinks to be sold at one time, decanting of alcohol in cans into plastic and no use of glass on the street, the exclusion of the carry off liquor establishment from the licence and event, the requirement for premises to not sell alcohol for the last 30 minutes of the event and the addition of 1.8m temporary fencing around the site.

There are several differences between Jetty Road Glenelg and Jetty Road Brighton that significantly affect the risk profile of an event including:

- The event capacity due to the length/size of the street (Brighton capacity: 4000/Glenelg approximate capacity: up to 35,000)

- The nature of the location and event:
 - Brighton is a local community event in a suburban area
 - Glenelg attracts significant external visitation and is a premier tourism destination
- The number of licenced premises along the street:
 - Brighton premises: 9
 - Glenelg premises: over 40
- The size and nature of the licenced premises along the street
 - Brighton has small cafes and restaurants and one local pub
 - Glenelg has several larger pubs, bars and large-scale hotels
- The number of side streets and laneways that intersect:
 - Brighton: 3 streets
 - Glenelg: 13 streets

Council considers the nature of an event and the target audience along with all risks associated with events before making final decisions on whether to take on the responsibilities of a liquor licensing and the related liability.

In July 2024, Council administration met with South Australia Police who strongly advised against Council holding the licence for Jetty Road Glenelg due to the high-risk nature of the event location. With confirmation of stricter licensing conditions by Consumer and Business Services and policing of potential breaches by South Australia Police at the Brighton event, and no change in the high-risk nature of a Glenelg event, it can be confirmed that Council's risk appetite for licensing the whole street at Jetty Road Glenelg has not changed.

Additional funding (starting from \$35,000 depending on conditions) and resourcing would need to be allocated to a Glenelg event if Council held the liquor license for the whole street. Based on security requirements for the Brighton event and using the Norwood Food and Wine Festival as a similar example, an additional 50 security guards would likely be required and approximately 500m of 1.8m temporary fencing needed to meet basic licensing conditions.

Additional staffing and equipment would also likely be required. Issues associated with the multiple entrances and exits to the Stamford Grand, if it was to be included, and the requirement to exclude Fassina Liquor, Glenelg from any event that licensed the whole street would also need to be considered in any decision. Effective and early discussions with traders along the street and those in laneways and the city zone would need to occur to ensure full engagement as well as complete understanding of the trading and cost implications of whole street licensing for traders inside and outside of any licensed zone.

Item No: 7.2.2

Subject: QUESTION ON NOTICE – TOURISM DESTINATION MARKETING INITIATIVES

Question

Jetty Road Mainstreet Committee Chair Gilia Martin asked the following questions:

“Seeking information on tourism destination marketing initiatives relevant for the Jetty Road Glenelg precinct; specifically:

- 1. Whether Jetty Road Mainstreet Committee should advocate for a bus service to Glenelg from the Outer Harbor cruise ship terminal.***
- 2. If advertising promoting the Jetty Road Glenelg precinct will be considered at the Keswick train terminal.”***

Background

The City of Holdfast Bay is committed to be a lively, diverse, safe and accessible tourism destination for visitors and residents alike, whilst ensuring suitability and economic benefits for the community and region.

Annually, a tourism marketing strategy is developed that outlines specific marketing objectives and initiatives that positions Holdfast Bay as Adelaide’s premier must-visit seaside tourism destination.

The goal of this marketing strategy is to increase visitation to the entire council area, improve the overall number of nights stayed by visitors and bolster the local visitor economy.

The objectives aim to:

- Encourage local community to keep enjoying the area and bring visiting friends and relatives (VFR) into Holdfast Bay to visit.
- maintain intrastate visitor numbers, especially from regional areas.
- increase interstate visitation by targeting most popular states (VIC, NSW, QLD)
- boost international visitation
- convert the day tripper market to consider an overnight stay with one of the City’s accommodation operators.

In 2023, the tourism brand ‘STAY’ was refreshed and while already very recognisable throughout the state the revised brand is more impactful and has increased appeal. Tourism marketing initiatives focus on destination marketing via the Holdfast Bay ‘Stay’ brand to gain visitation to the precinct at which time the stand-alone brand of Jetty Road Glenelg ‘More to Love’ takes over.

Answer – Business Development Partner & Tourism Development Coordinator

As part of the Tourism Development Action Plan 2025-2029, the Western Adelaide Tourism Alliance (WATA) - comprising the cities of Holdfast Bay, Charles Sturt, Port Adelaide Enfield and West Torrens - investigated a bus service from the Outer Harbor cruise ship terminal to Glenelg via the coastline. There is an existing Adelaide Metro public service that links Glenelg to Henley Beach, but none that continues to Outer Harbor via Semaphore. The City of Port Adelaide Enfield currently has a privately operated shuttle service from the cruise terminal to Port Adelaide during the season. A complete service from Outer Harbor to Glenelg would help boost tourism across the coastal councils during the cruise ship season.

City of Holdfast Bay administration met with the Department of Infrastructure and Transport (DIT) and the South Australian Tourism Commission (SATC) cruise ship team on 5 November 2024 to discuss an extended public bus service connecting Outer Harbor to Glenelg via Henley Beach. DIT advised this was not currently a priority but noted that Adelaide Metro offers additional bus services at a cost for major events.

Adelaide Metro could consider a service during the cruise ship season at a cost to councils involved. Costs of \$20k per day have been quoted by Adelaide Metro, noting the cruise ship season usually averages around 80-100 cruise visits per season over a three-month period.

The consensus from WATA was the cost was beyond current budgets of the four councils, particularly as the cities of Port Adelaide Enfield & West Torrens have other initiatives in place. WATA agreed to instead advocate for a private transport company to create an Outer Harbor to Glenelg shuttle service for visitors to use during each cruise ship season. A business case is being developed for this.

The tourism plan considers advertising and promotional campaigns via print media, cinema, airport and bus signage, digital and social media. One of the key strategic destination marketing successes has been the targeted promotions at Adelaide Airport during AFL Gather Round and LIV Golf and other national or international events. Airport advertising has had a high return on investment with budget focused on capturing interstate arrivals in this high-impact area. While this could extend to other locations it has been noted that the majority of passengers disembarking in Adelaide at the Keswick national train terminal have pre-arranged tour packages as part of their train journeys with little opportunity to promote spontaneous day trips to another location.

The tourism plan will be shared with the JRMC following its adoption.

Item No: 9.1

Subject: MOTION ON NOTICE – TRADER PACKAGE –
JETTY ROAD MAINSTREET COMMITTEE CHAIR G MARTIN

Proposed Motion

Jetty Road Mainstreet Committee Chair, G Martin proposed the following motion:

That Jetty Road Mainstreet Committee

1. **endorse the development and distribution of a comprehensive Jetty Road Trader/Business Package aimed at supporting the onboarding of new staff and business operators within the precinct;**
 2. **delegate to the marketing consultancy, upon commencement of their contract, the responsibility to:**
 - **Develop the content and design of the Trader/Business Package, ensuring it includes:**
 - **Information on available services and precinct marketing initiatives**
 - **Details of business support programs and council-supported initiatives**
 - **Guidelines for fostering stronger connections within the precinct**
 - **Distribute the completed packages to all new staff and business operators within the Jetty Road precinct.**
 3. **direct the marketing consultancy to explore alternative methods of distribution, such as digital platforms or direct engagement, if deemed more effective than physical delivery.**
 4. **request the marketing consultancy to provide a report on the effectiveness of the Trader/Business Package, including feedback from recipients and recommendations for future improvements, to then be presented at the Jetty Road Mainstreet Committee meeting in 12 months from the date of engagement.**
-

Background

The Jetty Road precinct comprises approximately 330 businesses, extending along nearly one kilometre of retail, hospitality, and service-oriented offerings. The business mix reflects a vibrant and diverse commercial environment, incorporating a blend of long-standing tenants and recently established enterprises. The precinct also showcases a multicultural character, contributing to its broad appeal and dynamic community atmosphere.

An increasing rate of staff turnover, particularly in the hospitality and retail sectors, presents ongoing challenges in maintaining consistent local knowledge among frontline staff. Many new employees and business owners are unaware of available services, precinct marketing initiatives, business support and programs available.

While welcome packs were previously provided to support new staff and business operators, this practice has not continued since the Jetty Road Coordinator position ceased. Social media and economic direct mailouts are the standard method used to disseminate regular precinct information to traders; however, this technique does not reach all within the precinct.

To address this, the Chair of the Jetty Road Mainstreet Committee proposes the development and distribution of a comprehensive Jetty Road 'Trader/Business Package' that would support improved onboarding for new staff and business operators. This resource would help foster stronger connections within the precinct, promote awareness of council-supported programs, and encourage greater engagement in local initiatives. This package would be delivered by the marketing consultancy once their contract commences, unless the agency suggests another more suitable approach.

Item No: 9.2

Subject: **MOTION ON NOTICE – LETTER TO MINISTER FOR TOURISM,
ZOE BETTISON MP – JETTY ROAD MAINSTREET COMMITTEE CHAIR
G MARTIN**

Proposed Motion

Jetty Road Mainstreet Committee Chair, G Martin proposed the following motion:

That the Jetty Road Mainstreet Committee write to Minister for Tourism, Zoe Bettison MP, seeking a four-year funding agreement for the following events:

- 1. Glenelg Sea to Shore**
 - 2. Glenelg winter activation**
-

Background

Vibrant community events play a vital role in increasing visitation and economic growth in a region. One of Holdfast Bay's greatest strengths is its impressive calendar of public events. Hosting over 300 public events and festivals each year, the city attracts over 1 million visitors, contributing significantly to the local economy.

Events are an integral part of the City of Holdfast Bay local and business communities. Council, business and community recognises events play an important role in connecting community to create a stronger sense of place. They act to bring people together, foster creativity and provide opportunities for new experiences and understanding. In doing so, events encourage greater participation, important indicators of community wellbeing and quality of life.

Events also provide economic benefits including:

- showcasing the destination and attracting visitors from outside the city
- injection of new spend in the city
- stimulation of multiple industries – tourism activity, accommodation, retail, dining, transport
- opportunities for local business partnerships
- local employment opportunities
- acting as a catalyst for infrastructure improvements and commercial investment

Hosting events strengthens the City's reputation and brand as a regional, national and international visitor destination.

Council has delivered its signature spring activation Sea to Shore, a seafood festival for three years with the 2024 two-day event attracting over 21,000 visitors. Council has committed to delivering the events again in the 2025/26 events program and will co-fund the event with JRMCC.

In previous seasons Council has partnered with third party operators to deliver a variety of winter activations, including the Alpine Winter Village and the Glenelg Winter Arts Festival. Following feedback from previous commercial operators that the activations were not providing return on investment, and after a sustainability review of the 2025/26 events program Council has not allocated funding towards a winter activation. JRMC has however decided to allot \$75, 000 towards a winter activation with Council agreeing to fund a third-party contract to coordinate and deliver the activation, up to \$20,000.

Due to concern about the impacts of the tram closure along with construction works the Chair and Vice Chair met with the Minister for Tourism to discuss trader concerns and opportunities for the state government to offer assistance. Following that meeting the Chair of the Jetty Road Mainstreet Committee, G. Martin proposes a letter be prepared by the JRMC to the Minister for Tourism requesting four-year event funding for a winter activation and the Sea to Shore festival.

Item No: 9.3

Subject: **MOTION ON NOTICE – LETTER TO AUSTRALIA POST – JETTY ROAD MAINSTREET COMMITTEE CHAIR G MARTIN**

Proposed Motion

Jetty Road Mainstreet Committee Chair, G Martin proposed the following motion:

That Jetty Road Mainstreet Committee:

- 1. write a letter to Australia Post outlining the importance of a post box located in a central location on Jetty Road Glenelg; and**
 - 2. request that Administration write a support letter, signed by the Chair of the JRMCM to Australia Post for the reinstatement of a post box on Jetty Road Glenelg**
-

Background

Businesses on Jetty Road, Glenelg noticed that an Australia Post post box servicing the precinct had been removed on the evening of Saturday 1 June 2025. The post box is considered a vital service to businesses and residents in close proximity to the service.

Some local businesses followed up with phone calls and correspondence to Australia Post reporting the post box missing to ensure its replacement.

On further investigation by a number of businesses and residents, it has been established that Australia Post had strategically removed the post box. Australia Post's rationale, via a response to a local business owner, is that Australia Post requires a balance between the reasonable needs of the community and their commercial obligations, and as a general rule, post boxes (SPBs), are provided at locations where an acceptable level of usage is known or anticipated. As this post box was not deemed to have reached that usage level it was removed.

Businesses impacted by the removal have approached the Chair of the Jetty Road Mainstreet Committee and have requested further representation by their local Member of Parliament, Stephen Patterson, be sought.

The Chair of the Jetty Road Mainstreet Committee, G. Martin proposes a letter be prepared by the JRMCM requesting Australia Post reinstate the post box, and that the JRMCM asks Council to provide a letter of support for the matter.

Item No: 9.4

Subject: **MOTION ON NOTICE – MAINSTREET SA, ACTIVATE YOUR PLACE
TRAINING – JETTY ROAD MAINSTREET COMMITTEE CHAIR
G MARTIN**

Proposed Motion

Jetty Road Mainstreet Committee Chair, G Martin proposed the following motion:

That Jetty Road Mainstreet Committee nominate four committee members to attend Activate Your Place training through Mainstreet SA, at a cost of \$150.00 per person, allocated from the current 2025 – 26 budget.

The following Committee nominated members are _____

Background

Mainstreet SA is a membership-based, not-for-profit organisation delivering a range of events and activities to build relationships, activate, educate and celebrate leadership in main street creation.

The objectives of Mainstreet SA are to:

- promote and foster the commercial, tourism and placemaking interests of members.
- be a forum for practical information exchange and to provide valuable networking, education, support and professional development for main street makers.
- celebrate best practice in main street initiatives.
- raise awareness of the importance of main streets as the economic, cultural and social hubs of their communities.

Mainstreet SA is conducting a full-day workshop 'Activate Your Place – Integrating Branding with Data and AI to Foster Vibrant Mainstreets and Communities' on Thursday 14 August in Mt Barker. This event will bring together innovators, community leaders, and place-makers to explore how cutting-edge technology and strategic branding can breathe new life into local space.

The Chair of the Jetty Road Mainstreet Committee, G. Martin proposes four representatives of the committee attend this event to gain insights into new technology, network with other precinct-based members and share knowledge throughout the Jetty Road business community. The cost of the training is \$150 (\$190 for non- members) per person.

Item No: 10.1

Subject: ITEMS IN BRIEF

Summary

These items are presented for the information of Members.

After noting the report any items of interest can be discussed and, if required, further motions proposed.

Recommendation

That the following items be noted and items of interest discussed:

- 1. Letter to Premier regarding replacement bus service during Tram Grade Separation Project tram closure**
-

Report

- 1. Letter to Premier regarding replacement bus service during Tram Grade Separation Project tram closure**

On Tuesday, 13 May 2025, Mayor Amanda Wilson and the General Manager, Community and Business, met with Premier South Australia, the Hon Peter Malinauskas MP and Minister Koutsantonis MP. It was at this meeting the Mayor requested an express bus service from Adelaide to Glenelg to complement the planned replacement bus service timetable during the Tram Grade Separation Project's tram closure (August 2025 to January 2026). This is to include departures from Adelaide hourly from 9.30am to 12.30pm Friday to Monday. These proposed times mirror key visitor arrival time statistics gathered from the Glenelg Visitor Information Outlet and precinct traders. Following this meeting a formal letter was sent to the Premier's office on Tuesday 10 June 2025.

Refer Attachment 1

Written By: General Manager, Community and Business

General Manager: Ms M Lock

Attachment 1

10 June 2025

Hon. Peter Malinauskas MP
Premier of South Australia
GPO Box 2343
ADELAIDE SA 5001

Email: Premier@sa.gov.au

Dear Premier

RE: Express bus services (Adelaide - Glenelg) during tram closure

The City of Holdfast Bay writes to you regarding the imminent disruption to the Glenelg tram service due to the Tram Grade Separation Project. While this essential infrastructure upgrade will ultimately make tram journeys safer and more reliable, in the short term it will have significant economic repercussions for tourism and businesses in Glenelg.

The tram provides the most popular and accessible transportation between Adelaide and Glenelg, directly linking visitors from the CBD to Adelaide's premier seaside tourism destination. The Glenelg line carries over **3,562 passengers per day** or **1.3 million passengers per year** who make the full journey between Adelaide and Glenelg. Based on Department for Infrastructure and Transport - Integrated Public Transport Services data from February 2025, the annual number of passengers into and out of Glenelg on weekdays is approximately 850,000; on weekends and public holidays it is 450,000 (total 1.3 million).

This reflects the line's popularity and its role as a vital component of the city's public transport network. The line's patronage has seen significant growth and is by far the most popular mode of transport for people visiting Glenelg. Holdfast Bay currently receives **1,118,200 visitors** per year (*Tourism Research Australia - year ending December 2024*) and it is estimated over 50% travel to Glenelg from Adelaide CBD by tram. No tram transport for almost six months will impact visitation to Glenelg and our visitor economy, currently worth **\$328 million**.

We acknowledge that substitute buses will replace trams from South Terrace, servicing the existing tram route as closely as practicable, from Monday 4 August 2025 to last service Monday 26 January 2026. The City of Holdfast Bay proposes additional express bus services during the temporary closure, that enable visitors to take a shorter, more direct route from the Adelaide CBD to Glenelg via Anzac Highway.

Statistics from the Glenelg Visitor Information Outlet, and precinct traders, show most visitors arrive in Glenelg between 9am and 1pm to maximise their day at the Bay during key trading hours of the precinct's retail and hospitality businesses. The proposed times mirror this with recommended departures from Adelaide hourly from 9.30am to 12.30pm Friday to Monday. It is anticipated afternoon and evening visitors, and those returning to the city on those days would use existing services.

While we acknowledge the long-term benefits of the Tram Grade Separation Project this initiative aims to maintain accessibility to Glenelg, support local tourism and ensure continued visitor engagement during this period of disruption. Your office can contact Marnie Lock, General Manager Community and Business mlock@holdfast.sa.gov.au to discuss details further and we welcome the opportunity to explore how the City of Holdfast Bay and State Government can work together to sustain visitation to Glenelg during this time.

Yours sincerely



Amanda Wilson
Mayor

cc: Hon. Zoe Bettison MP, Minister for Tourism, MinisterBettison@sa.gov.au
Hon. Tom Koutsantonis MP, Minister for Infrastructure and Transport, Minister.Koutsantonis@sa.gov.au

Item No: 10.2

Subject: MONTHLY FINANCE REPORT

Summary

This report provides an update on the Jetty Road Mainstreet income and expenditure as at 31 May 2025.

Recommendation

That the Jetty Road Mainstreet Committee notes this report.

Background

The Jetty Road Mainstreet Committee (JRMC) has been established to undertake work to benefit the businesses 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 the budget each month to ensure that all expenditure and income is within approved parameters.

Report

The 2024-25 Jetty Road Mainstreet budget for May has been delivered and figures indicate there will be a surplus due to underspend in wages.

Refer Attachment 1

Budget variances are:

- Income shows a variance of \$7,958 which is due to lower than expected sales in advertising in the summer edition of the Jetty Road LOCAL magazine. Invoicing for the winter edition will appear in the July budget summary.
- Employee costs are showing a variance of \$53,286 due to vacant administration positions, the outcome of which is pending budget discussions.
- Due to the separate rate funding arrangement, any unspent budget will be carried forward to 2025-26. The 2024-25 carry forward amount will be reported as part of the June finance report which will be presented to the Committee in August.

Budget

Not applicable

Life Cycle Costs

Not applicable

Strategic Plan

Innovation: entrepreneurialism

Sustainability: resilience in our economy

Council Policy

Not applicable

Statutory Provisions

Not applicable

Written By: Business Development Partner

General Manager: Community and Business, Ms M Lock

Attachment 1

INCOME & EXPENDITURE STATEMENT 31 MAY 2025

	Annual Budget	YTD Budget	YTD Actuals	Variance	2022/23 Actuals	2023/24 Actuals
Revenue						
General Rates Raised	707,115	707,115	707,112	(3)	617,629	660,238
Other Income	20,000	9,261	1,303	(7,958)	18,064	5,791
	727,115	716,376	708,415	(7,961)	635,693	666,029
Expenses						
Employee Costs	230,053	212,599	159,313	53,286	178,067	220,761
Sponsorships	25,000	25,000	25,000	-	25,855	40,595
Event Management	57,000	48,500	5,561	42,939	24,943	5,112
Food & Drink	5,000	3,500	1,402	2,098	1,734	4,342
Lighting	-	-	1,059	(1,059)	4,742	10,533
Gift Card Expenditure	-	-	-	-	6,191	6,210
Public Art Projects	15,000	-	-	-	6,191	6,210
Other Expenditure	5,000	5,000	3,702	1,298	698	2,447
Unallocated credit card expenditure	-	-	-	-	-	-
Marketing						
Social Media Management	10,000	10,000	6,074	3,926	47,258	9,358
Signage	60,000	63,750	50,265	13,485	27,500	12,000
Public Relations	58,000	52,000	8,004	43,996	22,096	52,528
Publications	50,000	50,000	27,384	22,616	77,724	65,018
Advertising	52,000	46,000	34,813	11,187	5,359	26,541
Promotions	40,000	30,000	29,301	699	35,566	38,543
Marketing Contingency	33,495	33,335	26,099	7,235	15,378	34,867
Co-funded Events						
Winter Activation	75,000	75,000	75,000	-	40,088	75,000
Summer Activation	50,000	50,000	50,000	-	50,000	40,000
Seafood Festival	50,000	50,000	50,000	-	-	50,000
Spring Street Party	-	-	-	-	50,000	-
	815,548	754,684	552,978	201,706	619,388	700,065
Net Profit/(Loss)*	(88,433)	(38,308)	155,437	193,745	16,305	(34,036)

*Annual Budget includes carry forward amount from 2023/24 of \$88,433

INCOME & EXPENDITURE STATEMENT 31 MAY 2025

		Annual Budget	YTD Budget	YTD Actuals	Variance	2022/23 Actuals	2023/24 Actuals
Expenses							
Marketing							
Social Media Management		10,000	10,000	6,074	3,926	47,258	9,358
Signage	Bus wraps, Holdfast Walk and light posts	60,000	63,750	50,265	13,485	27,500	12,000
Public Relations	PR, Blogs and Consumer News, Faces of Jetty Road, photoshoot	58,000	52,000	8,004	43,996	22,096	52,528
Publications	JR LOCAL Magazine	50,000	50,000	27,384	22,616	77,724	65,018
Advertising	Social Media advertsing, Website, Google Adwords, YouTube advertising	52,000	46,000	34,813	11,187	5,359	26,541
Promotions	Shopping campaigns including Jetty Road Gift Card	40,000	30,000	29,301	699	35,566	38,543
Marketing Contingency	Marketing contingency including brand roll out	33,495	33,335	26,099	7,235	15,378	34,867
		303,495	285,085	181,941	103,144	230,880	238,855

Item No: 10.3

Subject: JETTY ROAD EVENTS UPDATE

Summary

The Jetty Road Mainstreet Committee (JRMCM), in partnership with the City of Holdfast Bay, is responsible for implementing and managing a variety of major events to support economic stimulus in the precinct in accordance with the annual marketing and business plan.

This report provides an overview of recent and upcoming events.

Recommendation

That the Jetty Road Mainstreet Committee notes this report.

Background

The Jetty Road Mainstreet Committee (JRMCM), in partnership with the City of Holdfast Bay, is responsible for implementing and managing a variety of major events to support economic stimulus in the precinct in accordance with the annual marketing and business plan.

Report

The 2025-26 events program and budget were approved by Council on 10 June 2026, noting Council's Annual Business Plan and associated 2025 – 2026 budget is yet to be endorsed. Allocations for produced events in the Jetty Road Glenelg precinct include:

- The Local (\$32,000)
- Christmas pageant static event (\$65,000, with assumption of \$25,000 in JRMCM sponsorship)
- Ice cream festival (\$45,000, with assumption of \$45,000 in JRMCM co-funding)
- Winter activation (\$20,000 for outsourced event coordination, with assumption of \$75,000 in JRMCM funding for activation)
- Sea to Shore (\$75,000, with assumption of \$75,000 in JRMCM co-funding)
- New Year's Eve (\$50,000 for safety measures)

Further planning is progressing, and confirmation of event dates is currently being reviewed against the calendar of supported and facilitated events to ensure appropriate spread of events across the year and the sustainable use of event sites and resources.

Jetty Road Mainstreet Committee's (JRMCM) winter activation is yet to progress further than ideation however Council has commenced engagement of a third-party contractor. The contractor will work with JRMCM to develop their creative activation concept and assist with the selection of the best time/s to activate based on planning and promotional lead times, available contractors and desired outcomes.

The following events are in Council's forward calendar for the Glenelg area in the coming months.

This is based on information provided by the organisers:

- Bravehearts marathon, Jimmy Melrose Park – 1 July 2025
- Junior Tradies school holiday program, Bay Discovery Centre – 7-18 July
- NAIDOC Week workshop, Partridge House – 9 July 2025; Bay Discovery Centre – 10 July 2025

Budget

Allocations for identified events are included in the 2025-26 JRMC budget

Life Cycle Costs

Not applicable

Strategic Plan

Innovation: entrepreneurialism for lifelong growth, economic and social vibrancy

Council Policy

Not applicable

Statutory Provisions

Not applicable

Written By: Event Lead

General Manager: Community and Business, M Lock

Item No: 10.4
Subject: **MARKETING REPORT**

Summary

This report provides an update on the marketing initiatives undertaken by the Jetty Road Mainstreet Committee (JRMCM) aligned to the 2024-25 Marketing Plan.

Recommendation

That the Jetty Road Mainstreet Committee notes this report.

Background

Council administration oversees the implementation of initiatives on behalf of the Jetty Road Mainstreet Committee (JRMCM) aligned to the Marketing Plan.

Report

Social Media

Jetty Road’s social media performance in May showed a strong +42.9% increase in new followers, bringing the total following to 22,918.

There was a slight decline across some metrics, overall performance remained strong. The decrease in performance in May can be attributed to the absence of paid advertising. In April, ads contributed to 9.8% of performance. Additionally, collaborative reels last month reached 27,560 accounts, compared to 5,322 in May, highlighting the impact a single high-performing post can have on overall metrics. Feature events such as ALF Gather Round, Easter and Anzac Day create more hype and opportunities, which was noticeably less for May.

Instagram performance across all key metrics was particularly strong:

- *Follower growth:* +553 new followers, representing a +42.9% increase from April
- *Total views:* 175K, down 28.6%
- *Unique accounts reached:* 38.1K, down 28.5%
- *Content interactions:* 3.1k down 24.7%
- *External link taps:* 41

Strong audience enthusiasm and a willingness to spread the word about new local offering resulting in Shadow Baking reaching 5,322 accounts and receiving 185 likes followed by 80 shares.

Information sharing on upcoming roadworks was the second top-performing post, reaching 3,867 account and receiving 289 likes, demonstrating the value of providing timely, community-relevant updates.

Facebook continues to garner strong growth across two key metrics; followers and total page visits. New followers saw a +272.7% increase compared to April which was attributed to the highly successful collaborative reel with Cost from South Aussie with Cosi as part of the More to Love More to Win campaign. Visits to the site increased by +53.7%, reaching an additional 8,142 users.

Events and activation continue to directly drive performance across social media platforms. These insights reinforce the ongoing strength of the Jetty Road brand online and deepen community connection in the months ahead.

More to Love More to Win competition

The More to Love More to Win competition aim was to increase local spend, attract new visitors and encourage repeat visitation to the Jetty Road precinct to stimulate the local economy. The campaign commenced on 31 March and concluded on 31 May 2025.

Consumers spending \$30 or more in any business within the Jetty Road precinct had the chance to share in weekly draws worth \$500, a bonus draw comprising a travel voucher and all eligible entrants remained in the major prize draw of two e-bikes and \$2,000 Jetty Road vouchers. The prize pool was valued at \$12,000, consisting predominately of vouchers purchased from businesses in the City Zone.

For a full breakdown and analysis of the competition outcomes refer separate attachment.

Refer Attachment 1

Micro Business Grants

The Micro Business Grant program was launched on 20 January 2025. The grant provides Jetty Road businesses with up to \$500 for initiatives such as VIP nights, launch parties, menu reveals, new window displays and industry nights.

As of 19 June 2025, 16 applications have been received and a further 10 are unsubmitted within the portal. Assistance with the unsubmitted applicants is being provided to ensure their initiatives are implemented.

Expression of interest for Jetty Road Marketing Plan Development and Implementation – SA Tenders

On Thursday 15 May 2025 an expression of interest (EOI) was lodged on the SA Tenders website, to deliver a strategic marketing plan and implementation for the Jetty Road special rated area. An industry briefing was conducted on 21 May 2025 at the Brighton Civic Centre with interested parties attending in person and online. Applications closed 30 May 2025.

A panel was established consisting of two representatives of the Jetty Road Mainstreet Committee (JRMCI), and three representatives from council administration. A total of eight applications were received and shortlisting and interviews occurred between 2 – 13 June and a preferred supplier has been identified, and negotiations are continuing.

Radio Media Brief

JRMC Committee member Mr R Shipway developed a media brief to provide an interim option for precinct promotion to commence ahead of the outsourcing of marketing services.

An Expression of Interest was sought from local commercial radio stations to develop a radio campaign for the Jetty Road precinct, aimed at increasing foot traffic during off peak months and while multiple infrastructure projects were underway as part of transforming Jetty Road and the Tram Grade Separation project.

Key messaging of the campaign 'Glenelg is open, vibrant, and welcoming all year round – come for a day or stay for the weekend'

Campaign objectives:

- Jetty Road as an all-year-round destination
- Encourage day trips, weekend staycation, and visit family and friends
- Drive foot traffic and support local businesses during winter
- Build emotional connection with the precinct

The campaign started week commencing 16 June and runs until end of August 2025.

Budget

The JRMC has allocated \$293,495 towards implementing the 2024-25 Marketing Plan.

Life Cycle Costs

Not applicable

Strategic Plan

Innovation: entrepreneurialism

Sustainability: resilience in our economy

Council Policy

Not applicable

Statutory Provisions

Not applicable

Written By: Business Development Partner

General Manager: Community and Business, Ms M Lock

Attachment 1



More to Love More to Win competition

The Jetty Road precinct is a vibrant shopping, leisure and entertainment area with year-round appeal to residents and visitors. The aim of the competition was to support and promote businesses within the Jetty Road precinct and attract new visitors and ultimately encourage repeat visitation to stimulate the local economy. Additionally, it was to build the Jetty Road consumer database which is utilised to directly promote the Jetty Road precinct, events and activities throughout the year.

The More to Love More to Win precinct-wide competition was conducted over an eight-week period, commencing on 31 March 2025 and concluding 31 May 2025. The competition was open to participation by all businesses located in the Jetty Road precinct with the exception of supermarkets and the purchase of pharmaceutical items.

Consumers spending \$30 or more in any business within the Jetty Road precinct had the chance to share in weekly draws worth \$500, a mid-competition draw comprising a travel voucher of \$2,000 and all eligible entrants remained in the draw for the major prize of two e-bikes and \$2,000 Jetty Road voucher. The prize pool consisted of \$12,000, including vouchers purchased from businesses in the City Zone.

Summary

Overall, the competition, including eligible and non-eligible entries, has resulted in \$311,470 of expenditure in the precinct.

A series of competitions have been held in the Jetty Road precinct since 2021 offering a variety of prizes.

- 2024/25 2 x e-bikes & \$2000 Jetty Road spending, \$500 weekly prizes, \$2,000 bonus prize
- 2022/23 Holiday package
- 2021/22 BMW

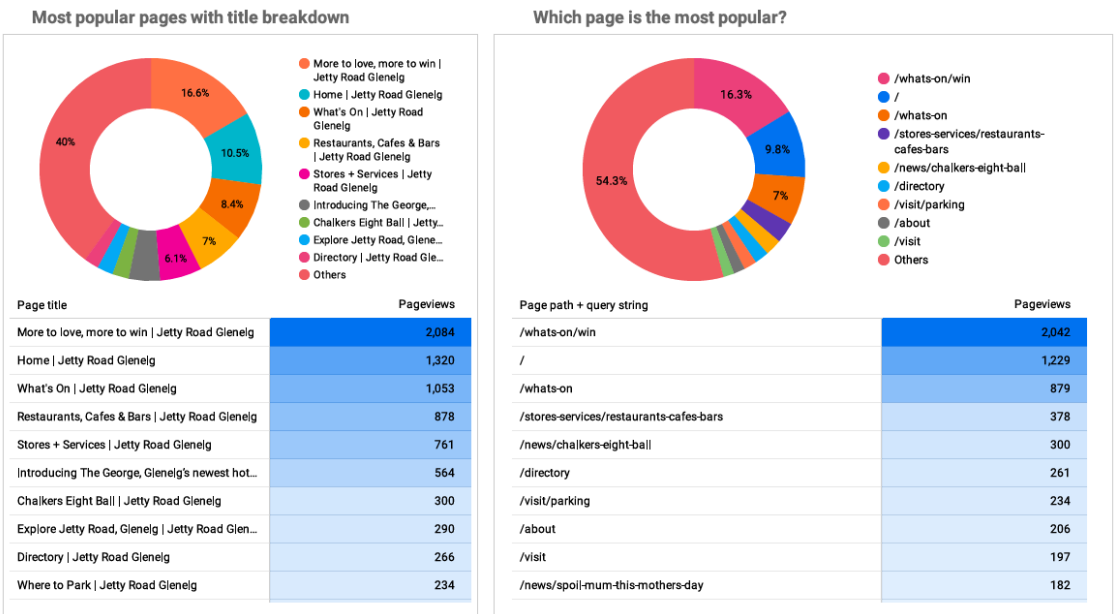
	Number of valid entries	Spend in precinct	Campaign cost	Length of competition
2024/25 – More to Love More to Win – e-bike and weekly prizes (\$12k value)	1,949	\$311,470	\$25,646	8 weeks
2022/23 – Spend & Win - Holiday package (\$10k value)	1,318	\$163,413	\$19,551	4 weeks
2021/22 – Spend & Win – BMW (\$58k value)	4,241	\$467,159	\$61,320	4 weeks

Spendmapp comparison data:

Spendmapp data for Glenelg showed an increase of total spend of \$4.78m from April to May 2025 compared with the same period in 2024. There was a slight increase in resident local spend (\$.07m), however external visitor spend increased by \$3.76m. There was less resident external escape spend during the period of the competition.



The competition has been a key driver of traffic to the Jetty Road Glenelg website with the following data being recorded:





The eight-week marketing campaign included:

- Jetty Road social media – Instagram and Facebook
- Electronic Direct Mail (EDM) – April and May
- SAFM radio advertising
- LED screen sign advertising in the Bay Discovery Centre, library screens and at the Bayside Village
- Lightpole and bin corflutes throughout the Jetty Road precinct
- ‘How to Enter’ entry pads and countertop advertising
- Jetty Road website – promotion, FAQs, terms and conditions, entry form

Reasons for visiting Jetty Road

Through the entry form process, entrants were asked their main reason for visiting Jetty Road. The following is a breakdown of reasons for their visit:

Appointment/financial service	266
Food/drink	306
Grocery shopping	269
Leisure/social	236
Retail shopping	600
Other	267

Location of Shoppers

Of the South Australian entries, the most popular postcode areas were:

5045 = 610	5044 = 193	5048 = 86	5038 = 81	5043 = 47	5024 = 29	5037 = 34
5049 = 30	5022 = 32	5046 = 33	5023 = 18	5158 = 31	5159 = 36	

The breakdown of interstate visitors is:

NSW – 27	Vic – 81	Qld – 11	WA – 17	Tas – 5	SA - 1760
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Note that some entries did not indicate a postcode

Industry Sectors

The largest proportion of entries were in the following industry sectors:

- Retail
- Personal Services
- Giftware
- Fresh food and produce
- Hair and beauty

**JETTY RD
GLENELG**

Item No: 10.5

Subject: JETTY ROAD MAINSTREET COMMITTEE TERMS OF REFERENCE

Summary

The current Terms of Reference (ToR) for the Jetty Road Mainstreet Committee (JRMCC) establish the committee's structure, functions, and operational guidelines. The committee is responsible for overseeing the Annual Business Plan and Budget for the Jetty Road precinct, fostering communication between businesses, and promoting the area as a vibrant shopping, leisure, and cultural destination. Key elements in the ToR include membership composition, reporting requirements, and the scope of responsibilities.

The ToR was reformatted to align with the administration's new policy instrument templates and reflected initial feedback received from the JRMCC workshop held on Wednesday, 4 June 2024.

At the JRMCC meeting on 12 February 2025, the JRMCC endorsed a revised ToR, subject to a review once the new JRMCC was appointed by Council. The new JRMCC committee was endorsed by the Council on 25 March 2025. On 4 June 2025, Council's CEO held a workshop with JRMCC to clearly define the committee's purpose. The current ToR and draft purpose and objectives are tabled for consideration and review by its new members.

Recommendation

That the Jetty Road Mainstreet Committee

- 1. notes this report; and**
 - 2. provide feedback to the Council Administration on the current Terms of Reference (TOR), and the draft purpose and objectives, with the aim of informing the finalisation of a draft TOR. The finalised draft will then be presented for Council's consideration at a future meeting.**
-

Background

The Jetty Road Mainstreet Committee (JRMCC) is established under section 41 of the *Local Government Act 1999*. The committee plays a critical role in managing the development and promotion of the Jetty Road precinct. The ToR outlines its purpose, membership criteria, decision-making processes, and reporting obligations. The document also details meeting procedures and delegated authority, ensuring transparency and accountability in governance.

Report

As a result of the workshop held on 4 June, the committee articulated a desire to sharpen their purpose to develop a retail strategy, to influence tenancy mix within the precinct and to strengthen economic stimulus. In addition, reaffirmed the importance of marketing, promotion, social media management and event activation co designed with council and third-party specialists to maintain visitation and expenditure within the precinct. The committee stated they required Council support to provide committee governance, contractor management and oversight of third-party contracts plus the coordination and delivery of communication and engagement with precinct traders.

With the refined direction set by the Committee, Administration was tasked to draft an updated purpose and objectives based on the feedback received at the workshop. The current ToR has been attached for consideration with the revised purpose and objectives tabled below.

Refer Attachment 1

Revised Purpose

The purpose of the JRMC is to:

- Develop and recommend a comprehensive strategic and financial plan for the Precinct, covering a minimum two-year period, for Council's consideration and adoption. This plan should encompass retail strategy, tenancy mix, economic stimulus initiatives, marketing, promotion, and event activation.
- Promote the Precinct to encourage its use by residents, visitors, and the broader community, enhancing its appeal as a vibrant shopping, leisure, and recreational area with year-round attractions.
- Annually recommend a budget to support the performance of the JRMC's activities and functions. Through regular reporting, monitor aspects of the approved budget related to the JRMC and the Precinct, ensuring alignment with strategic objectives.

Revised Objectives

The JRMC is established to advise Council on the Committee:

- Developing a comprehensive retail strategy, optimising the tenancy mix to attract diverse businesses and meet community needs for a period of at least two years for consideration and adoption by Council.
- Implement programs that stimulate the local economy, including support for existing businesses and attraction of new investment for a period of at least two years for consideration and adoption by Council.
- Develop a consistent marketing and brand strategy to promote the precinct as a vibrant shopping, leisure, and recreational area with year-round appeal to residents and visitors.

Additional Support

To ensure the effective delivery of outcomes for the committee, Council Administration will formalise its support through a service level agreement which will include an agreed fee for services. This agreement will outline the provision of appropriate resources to facilitate the governance and administrative functions of committee meetings and workshops, including contractor management and oversight of third-party contracts plus the coordination and delivery of communication and engagement with precinct traders. A draft service level agreement will be tabled for JRMC consideration at the August meeting.

To ensure compliance with the Local Government Act 1999 and enhance governance, Administration will update the current ToR accordingly. Any necessary amendments will be incorporated to finalise the ToR in due course. This process aims to align the committee's operations with legislative requirements and best practices.

Budget

Not applicable.

Life Cycle Costs

Not applicable.

Strategic Plan

Statutory compliance.

Council Policy

Not applicable

Statutory Provisions

Local Government Act 1999

Written By: Business Development Partner

General Manager: Community and Business, Ms M Lock

Attachment 1



Jetty Road Mainstreet Committee Terms of Reference

Endorsed by Council at its meeting held 8 February 2022 minute reference C080222/2543

1. Background/Preamble

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) and later, to the Jetty Road Mainstreet Committee (JRMCM).

2. Establishment

The Jetty Road Mainstreet Committee (JRMCM) is an advisory committee of the City of Holdfast Bay formed under Section 41 of the *Local Government Act 1999*.

3. Objectives

The JRMCM is established to advise Council on:

- 3.1 Enhancing and promoting the Precinct as a vibrant shopping, leisure and recreational area with year round appeal to residents and visitors.
- 3.2 Furthering the economic development of the Precinct and encouraging further retail investment in the Precinct.
- 3.3 A consistent marketing and brand strategy for the Precinct.
- 3.4 Initiatives required to operate the Precinct in accordance with the Council’s Strategic Management Plans.
- 3.5 The Committee will also maintain communication between the Council, traders, landlords, tourism providers, consumers and residents in the Precinct.

4. Purpose

The purpose of the JRMCM is to:

- 4.1 Recommend a strategic management and financial plan for the Precinct for a period of at least four years for consideration and adoption by Council;
- 4.2 Promote the Precinct and to encourage its use by residents, visitors and the

Jetty Road Mainstreet Committee Terms of Reference

greater community in general;

- 4.3 To make recommendations to Council in relation to the maintenance and upgrade of the Precinct's existing infrastructure and physical appearance to ensure it is maintained to a high standard in keeping with a historic seaside village concept;
- 4.4 To recommend annually to Council a budget to support the performance of its activities and functions. Through regular reporting to Council on the JRMC's financial and general performance, monitor the aspects of the budget approved by Council relating to the JRMC and the Precinct.

5. Code of Conduct

- 5.1 All members of the Jetty Road Mainstreet Committee are required to operate in accordance with Part 4 of the *Local Government Act 1999*, in that they are required at all times to:
 - 5.1.1 act honestly in the performance and discharge of official functions and duties;
 - 5.1.2 act with reasonable care and diligence;
 - 5.1.3 not make improper use of information or his or her position; and
 - 5.1.4 abide by the Elected Member Code of Conduct.
- 5.2 All members of the Committee will support as one the recommendations of the Committee and Council and will work with other members of the Committee and with employees of the City of Holdfast Bay in a respectful and professional manner at all times.
- 5.3 The JRMC is subject to compliance with all City of Holdfast Bay policies, plans and procedures.
- 5.4 The Conflict of Interest Provisions under the *Local Government Act 1999* shall apply to all members of the JRMC as if members of the JRMC were Members of Council.
- 5.5 The general duties contained in Section 62 of the *Local Government Act 1999* apply to all members of the JRMC as if members of the JRMC were members of Council.

6. Meetings

- 6.1 Meetings will be held at least once every 2 months.
- 6.2 All meetings of the JRMC shall held in a place open to the public except in special circumstances as defined by section 90 of the *Local Government Act 1999*.
- 6.3 A Notice of Meetings showing the meeting dates, times and locations will be prepared every 12 months and published on Council's web-site, and be displayed in a place or places determined by the CEO.
- 6.4 Meetings will not be held before 5:00pm unless the Committee resolves otherwise by a resolution supported by a two-thirds majority of members of the Committee.

Jetty Road Mainstreet Committee Terms of Reference

- 6.5 A special meeting can be called by the Chief Executive Officer of the Council at the request of the Presiding Member or at least two members of the JRMCM to deal with urgent business at any time. A request for a special meeting must include details of the time, place and purpose of the meeting which will be included in the notice of the special meeting.
- 6.6 Each notice of meeting, agenda and reports for each JRMCM meeting shall be placed on the Council's website.
- 6.7 Members of the public have access to all documents relating to the JRMCM unless prohibited by resolution of the Committee under the confidentiality provisions of section 91 of the *Local Government Act 1999*.

7. Membership

- 7.1 The Jetty Road Mainstreet Committee (JRMCM) will consist of up to 13 persons with a maximum of 9 persons who are either landlords or traders in the precinct and are contributing to the separate rate.
- 7.2 The Jetty Road Mainstreet Committee may, if it wishes to do so, appoint up to 2 independent members, in addition to the 9 representatives from landlords and traders, who have relevant skills and experience which will benefit the committee without the requirement to be either landlords or traders in the precinct contributing to the separate rate.
- 7.3 The membership of the Committee will consist of two (2) Elected Members being Council members who are from either the Somerton or Glenelg wards. The Mayor shall attend one meeting of the Committee per quarter with no voting rights.
- 7.4 Members of the JRMCM are appointed by the Council.
- 7.5 Elected Members and committee members are appointed for a term not exceeding 2 years. On expiry of their term, a member may be re-appointed by Council for a further two year term.
- 7.6 The JRMCM may make recommendations to the Council regarding the reappointment of any member, at the expiration of the member's term of office and the reappointment is entirely at the discretion of council.
- 7.7 A JRMCM Committee Member's office will become vacant if:
- 7.7.1 In the case of the Elected Members of the Council, appointed by the Council to the JRMCM, the Elected Member ceasing to hold office as an Elected Member of the Council; and
 - 7.7.2 In the case of the other Management Committee Members appointed in accordance with Clause 7.1:
 - upon the Council removing that person from office; or
 - the member resigning their position from the JRMCM.
 - upon the member no longer either landlords or traders in the precinct and are contributing to the separate rate.
- 7.8 If Council proposes to remove a Committee Member from the Committee, it must

Jetty Road Mainstreet Committee Terms of Reference

give written notice to the Committee Member of its intention to do so and provide that Member with the opportunity to be heard at an Executive Committee meeting, if that Committee Member so requests.

- 7.9 If any Committee Member is absent for three consecutive meetings of the JRMC without leave of the JRMC, the JRMC may recommend to the Council that it remove that Member from office and appoint another person as a Committee Member for the unexpired term.
- 7.10 The removal of a Committee Member and appointment of another Committee Member pursuant to this Clause shall be entirely at the Council's discretion.
- 7.11 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.
- 7.12 Each Committee Member must participate in the Council orientation and induction program for Committee Members and must attend all education and training programs as required by the Council from time to time.

8. Method of Appointment of Committee Members

- 8.1 The method of appointment of the Committee Members will be as follows:
 - 8.1.1 At the expiry of each committee member's term, if not eligible for reappointment, the Council will advertise the vacancies and seek nominations for the positions of the committee members of the JRMC.
 - 8.1.2 The Council will call for nominations from either landlords or traders in the precinct and are contributing to the separate rate and will assess these nominations against the following criteria:
 - Retail business experience
 - Marketing and/or advertising experience
 - Retail property management experience
 - Experience as a member of a Board of Management or similar governing body
 - Availability to attend meetings
 - 8.1.3 If the committee recommends to Council that it believes that the committee would benefit from independent members appointed to the committee with specialist skills the Council would advertise for up to 2 independent members who had skills/experience in the following areas:
 - Tourism
 - Events
 - Marketing
 - Food and Dining
 - Economic Development
 - Property Development
 - Investment Attraction
 - Urban Planning and Design

Jetty Road Mainstreet Committee Terms of Reference

- 8.2 The selection panel will comprise of a member of the JPMC, the Mayor, one elected member appointed to the committee and the Chief Executive Officer of the Council. Which elected member will be mutually agreed by the two Elected Members on the committee. In the event that the two members cannot agree, the Mayor will decide.
- 8.3 The selection panel will make a recommendation to Council as to the appointment of the committee members for consideration and appointment by the Council.

9. Office Bearers

- 9.1 At the first meeting of the JPMC in every second financial year, the JPMC shall appoint, for a bi-annual term, a Presiding Member and a Deputy Presiding Member from amongst the Committee Members. The Presiding Member of the Committee is the committee's official spokesperson.
- 9.2 The Presiding Member and Deputy Presiding Member are to be appointed from those members who are not Elected or Independent Members of the City of Holdfast Bay.
- 9.3 The Deputy Presiding Member will act in the absence of the Presiding Member and if both are absent from a meeting of the JPMC, the Committee members will choose a Committee Member from those present, who are not Elected Members of the City of Holdfast Bay, to preside at the meeting as the Acting Presiding Member.

10. Voting Rights

- 10.1 All members have equal voting rights.
- 10.2 All decisions of the JPMC shall be made on the basis of a majority decision of the JPMC members present.
- 10.3 Unless required by legislation not to vote, each member must vote on every matter which is before the JPMC for decision.
- 10.4 The Presiding Member has a deliberative vote, and in the event of an equality of votes has a casting vote.

11. Meeting Procedures

- 11.1 Meetings of the JPMC will be conducted in accordance with the *Local Government Act 1999, Part 3 of the Local Government (Procedures at Meetings) Regulations 2000*, these Terms of Reference and any applicable Code of Practice adopted by the Council.
- 11.2 In so far as the *Local Government Act 1999, Part 3 of the Local Government (Procedures at Meetings) Regulations 2000*, the Council's Code of Practice – Procedures at Meetings as applicable to the JPMC and the Terms of Reference does not specify a procedure to be observed in relation to the conduct of a meeting of the JPMC, then the JPMC may determine its own procedure.
- 11.3 If a member of the JPMC is unable to attend a meeting, they may participate in the meeting by telephone or video conference, in accordance with any procedures prescribed by the regulation or determined by the council under section 89 LG Act and

Jetty Road Mainstreet Committee Terms of Reference

provided that any members of the public attending the meeting can hear the discussion between all committee members.

- 11.4 The decision of the person presiding at the meeting of the Committee in relation to the interpretation and application of meeting procedures is final and binding on the Committee.
- 11.5 A special meeting can be called by the Chief Executive Officer of the Council at the request of the Chair or at least two members of the JRMCM to deal with urgent business at any time. A request for a special meeting must include details of the time, place and purpose of the meeting which will be included in the notice of the special meeting. All Members must be given at least four hours' notice of a special meeting.
- 11.6 All decisions of the JRMCM shall be made on the basis of a majority of the members present in person or via provisions in 11.3.
- 11.7 The presiding member has the right to refuse a motion without notice if he/she thinks that the matter should be considered by way of a written notice of motion, or if he/she believes the motion is vexatious, frivolous or outside of the scope of the Committee.
- 11.8 The presiding member has the right to end debate if he/she believes that the matter has been canvassed sufficiently, taking into account the Guiding Principles of the *Local Government (Procedures at Meetings Regulations) 1999*.

12. Quorum

- 12.1 A quorum will be half of the Committee plus one, ignoring any fractions. No business can be transacted at a meeting of the JRMCM unless a quorum is present

13. Minutes of Meetings

- 13.1 Minutes of the JRMCM meetings will be placed on Council's website and a copy provided to all Council and JRMCM members within 5 days of a meeting of the JRMCM.
- 13.2 Minutes of the JRMCM meetings will be presented to the next meeting of the Council for their information and endorsement.
- 13.3 Where necessary the minutes of JRMCM will include commentary relevant to the decisions made by the committee. This is not a verbatim record of the meeting.

14. Financial Management

- 14.1 The JRMCM financial records will be maintained by the council.
- 14.2 The JRMCM will present to the Council for its consideration and adoption, a proposed annual budget for its activities for the ensuing financial year within the timeframes established by Council for its annual budget preparation cycle.
- 14.3 The financial year shall be from 1 July to 30 June in the following year.

15. Reporting Requirements

Jetty Road Mainstreet Committee Terms of Reference

- 15.1 The JRMC will prepare a quarterly report to Council on the activities of the Committee reporting on in particular:
- Strategy – the adopted strategic management and financial plan for the Precinct including stakeholder engagement and resources
 - Promotion – promotional activities undertaken to promote their precinct, attendances of residents and visitors
 - Jetty Road Master Plan – provide recommendations to Council in relation to the upgrade of the Precinct’s existing infrastructure and physical appearance aligned with the Jetty Road Master Plan.
 - Financial Performance - financial and general performance, monitor the aspects of the budget approved by Council relating to the JRMC and the Precinct.
- 15.2 The JRMC shall at least once per year, review its own performance, terms of reference and membership and provide a report to council including any recommended changes.
- 15.3 The JRMC presiding member will report to council annually summarizing the activities of the JRMC during the previous financial year.
- 15.4 The JRMC will provide a report for inclusion in the Council’s Annual Report on the outcomes of the annual performance review.

16. Secretariat and Support

- 16.1 The Council will employ and manage appropriate Administrative staff¹ to assist the Committee to meet its objectives.
- 16.2 The Chief Executive Officer will ensure that the JRMC has access to reasonable administrative resources in order to carry out its duties.
- 16.3 All workplace equipment and facilities are provided by the Council.
- 16.4 The members of the JRMC will be provided with appropriate and timely training, both in the form of an induction program for new members and on an ongoing basis for all members.

17. Roles and Responsibilities

- 17.1 Chair
- To provide leadership to the Committee.
 - To act as the presiding member at all meetings of the Committee, ensuring that the meeting is conducted in a proper and orderly manner, complying with the requirements of the Local Government Act 1999 and the Local Government (Procedures at Meetings Regulations) 1999.
 - To act as the principal spokesperson of the Committee in accordance with Council’s media policy.
 - To act as the Committee’s primary contact with the Administrative staff.

¹ Funded from the separate rate

Jetty Road Mainstreet Committee Terms of Reference

- To regularly liaise with Council Administrative staff in relation to the work of the Committee.
- To provide feedback on Council Administrative staff performance, as required. (The Committee will have the opportunity to provide comment and feedback on staff performance as part of the six monthly City of Holdfast Bay Performance Development Review process. However, any feedback from individual Committee members regarding staff performance must be provided through the Chair).

17.2 Deputy Chair

In the absence of the Chair, to fulfil the role of the Chair.

17.3 Committee Members

- To attend all meetings of the Committee as practical.
- To make recommendations to Council in a fair and impartial manner, and which are within the scope of the Committee.
- To declare any conflict of interest and act appropriately in respect of that conflict.
- To listen to alternate views and act respectfully to other Committee Members.
- Committee Members have no role in directing Administrative staff of the Council.

17.4 Administration

- To refer recommendations of the Committee to Council.
- To provide secretariat and administrative support to the functions of the Committee.
- To ensure that meetings of the Committee occur as scheduled and that members are provided with information in a timely manner.
- To liaise between the Committee and the Jetty Road Traders on matters relevant to the Committee.
- The Coordinator, Jetty Road Development is the principal point of contact between the Committee, through the Chair, and Administration.