



## 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 3 May at 6.00pm**

**Roberto Bria**  
**CHIEF EXECUTIVE OFFICER**

## Jetty Road Mainstreet Committee Agenda

### 1. OPENING

The Chairperson, Ms Gilia Martin will declare the meeting open at 6:00 pm.

### 2. KAURNA ACKNOWLEDGEMENT

*We acknowledge Kurna people as the traditional owners and custodians of this land.*

*We respect their spiritual relationship with country that has developed over thousands of years, and the cultural heritage and beliefs that remain important to Kurna People today.*

### 3. APOLOGIES

3.1 Apologies received:

3.2 Absent

### 4. DECLARATION OF INTEREST

*If a Committee Member has an interest (within the terms of the Local Government Act 1999) in a matter before the Committee they are asked to disclose the interest to the Committee and 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 5 April 2023 be taken as read and confirmed.

### 6. QUESTIONS BY MEMBERS

6.1 Without Notice

6.2 With Notice - Nil

**7. PRESENTATIONS****7.1 Jetty Road Masterplan**

Ms Cherie Armfield, Project Manager, Public Realm & Urban Design will provide an update on the Jetty Road Masterplan.

**8. REPORTS/ITEMS OF BUSINESS**

- |     |  |                     |
|-----|--|---------------------|
| 8.1 | Jetty Road Events Update               | (Report No: 144/23) |
| 8.2 | 2023 Glenelg Ice Cream Festival Report | (Report No: 145/23) |
| 8.3 | Monthly Finance Report                 | (Report No: 146/23) |
| 8.4 | Marketing Update                       | (Report No: 147/23) |

**9. URGENT BUSINESS – Subject to the Leave of the Meeting****10. DATE AND TIME OF NEXT MEETING**

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 7 June 2023 in the Parlour Meeting Room, Glenelg Town Hall, Glenelg.

**11. CLOSURE**

**ROBERTO BRIA**  
**CHIEF EXECUTIVE OFFICER**

Item No: 8.1

Subject: **JETTY ROAD EVENTS UPDATE**

Date: 3 May 2023

Written By: Event Lead

General Manager: Community and Business, Ms M Lock

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## **SUMMARY**

Jetty Road Mainstreet Committee (JRMCC) in partnership with the City of Holdfast Bay are responsible for implementing and managing a variety of major events to support the economic stimulus in the precinct in accordance with the annual marketing and business plan. This report provides an overview of recent and upcoming events and endorse the payment allocation of \$220,000 of the 2023/2024 JRMCC budget for the events specified in this report.

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## **RECOMMENDATION**

**That the Jetty Road Mainstreet Committee:**

1. notes this report; and
  2. endorses the proposed allocation of the 2023/2024 JRMCC budget to the events as follows:
    - Winter Activation – \$75,000
    - Spring Activation – Sea to Shore: Glenelg Seafood Festival - \$50,000
    - Summer Activation – Glenelg Ice Cream Festival - \$50,000
    - Christmas Pageant – \$25,000
    - New Event Opportunities – \$20,000
- 

## **STRATEGIC PLAN**

Innovation: entrepreneurialism for lifelong growth, economic and social vibrancy

## **COUNCIL POLICY**

Not applicable

## **STATUTORY PROVISIONS**

Not applicable

## BACKGROUND

The 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

For the 2022/2023 financial year the JRMCM allocated funds for the following events:

### Cost share with Council

\$40,000 – Winter Activation

\$50,000 – Spring Activation – Sea to Shore: Glenelg Seafood Festival

\$50,000 – Summer Activation – Glenelg Ice Cream Festival

### Sponsored

\$25,000 – Glenelg Christmas Pageant

### JRMCM Initiatives

\$4,000 – Santa in Chapel Plaza

## Proposed JRMCM 2023/2024 Event Budget Allocation

At the JRMCM workshop held on 1 February 2023, the JRMCM supported their following financial allocation towards the total event cost on a provisional basis:

- Winter Activation – \$65,000
- Spring Activation – Sea to Shore: Glenelg Seafood Festival - \$50,000
- Summer Activation – Glenelg Ice Cream Festival - \$50,000
- Christmas Pageant – \$25,000
- New Event Opportunities – \$20,000 (Example: Australian Masters Games, Glenelg Film Festival)

## Proposed Council 2023/2024 Event Budget Allocation (for Jetty Road, Glenelg events)

An events workshop was then held with Council on 28 March 2023 to provide further information to support the report which was tabled at the 11 April 2023 Council meeting, where the 2023/2024 events budget was endorsed (Motion C110423/7406) by Council to be included in the draft Annual Business Plan. The budget includes funding for the following events, which is in addition to the JRMCM contribution as outlined above. Note this is still subject to community consultation.

- Winter Activation – \$75,000
- Spring Activation – Sea to Shore: Glenelg Seafood Festival – \$50,000
- Summer Activation – Glenelg Ice Cream Festival – \$40,000
- Christmas Pageant – \$54,200
- Glenelg Film Festival - \$10,000
- Masters Games Moseley Square Activation - \$10,000

Following the Council workshop and the City of Holdfast Bay 2023/2024 Event Budget endorsement, Council has requested that JRMC match their contribution to the Winter Activation event by increasing their allocation by \$10,000 from \$65,000 to \$75,000.

**Other upcoming events:**

In addition to JRMC funded/supported events, the following external events are in Council's forward calendar for the Glenelg area in the coming months. This based on information provided by the organisers of each event:

- **Dream Ride Australia** (Wigley Reserve, 7 May 2023): A charitable event to raise awareness and funds for people with intellectual disabilities.
- **Law Enforcement Flame of Hope Torch Run** (Jetty Road Glenelg and Brian Nadilo Reserve, 28 May 2023): Organised by South Australia Police, the Law Enforcement Torch Run is a non-for-profit registered charity with the sole mandate to raise awareness of and support for athletes within our community with an Intellectual disability.

**BUDGET**

The increased allocation for the Winter Activation to \$75,000 can be accommodated within the 2023/2024 JRMC Budget to be finalised following Council's Annual Budget process and endorsement.

**LIFE CYCLE COSTS**

There are no life cycle costs associated with this report.

Item No: 8.2

Subject: **2023 GLENELG ICE CREAM FESTIVAL REPORT**

Date: 3 May 2023

Written By: Manager City Activation

General Manager: Community and Business, Ms M Lock

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## **SUMMARY**

The Glenelg Ice Cream Festival was a street party activation jointly funded by the Jetty Road Mainstreet Committee (JRMCM) and Council. The purpose of the event was to use ice cream as an anchor to position Glenelg as a key summer destination, as well as driving economic development through a significant January event. An estimated 30,000 people attended the event held on the afternoon/evening of Saturday 14 January 2023.

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## **RECOMMENDATION**

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

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## **STRATEGIC PLAN**

Innovation: entrepreneurialism for lifelong growth, economic and social vibrancy

## **COUNCIL POLICY**

City of Holdfast Bay Events Strategy 2021-2025

## **STATUTORY PROVISIONS**

Not applicable

## **BACKGROUND**

The first Glenelg Ice Cream Festival was held in October 2021 on Jetty Road, Glenelg; and was the first major event to be held in the City of Holdfast Bay since the onset of the COVID-19 pandemic. The event was delivered under a COVID Management Plan approved by SA Health.

As the Sea to Shore: Glenelg Seafood Festival event was scheduled for the spring timeslot in 2022, and the Santos Tour Down Under Men's race stage start moved to Brighton in January 2023, a gap was created in the summer events calendar for Glenelg. Feedback from the Jetty Road Mainstreet Committee (JRMCM) was that a significant summer activation was an important economic driver for the street, with hospitality businesses in particular depending on the increased trade associated with the January street party historically associated with the Santos Tour Down Under.



The Glenelg Ice Cream Festival was added to the 2022/2023 events calendar, jointly funded by Council and the JRMC. When the Women's Tour Down Under race stage start was announced for Glenelg, the date of the Glenelg Ice Cream Festival event was set for the night before so road closure costs could be shared across both events.

## REPORT

The Glenelg Ice Cream Festival was held on 14 January 2023 from 4pm to 11pm, with Jetty Road closed from Gordon/Partridge Streets to accommodate the event. Road closures were extended the following morning to host the Ziptrak® Stage 1 Women's Tour Down Under race start.

A number of pop-up bars, retail activations and an ice cream zone were distributed along Jetty Road. Fashion parades accompanied by a DJ were held at 6pm and 7pm, interspersed with live music and additional DJ sets. Some elements of the Saturday activation needed to be modified on the day due to weather conditions (high winds and a declared fire ban).

An extensive marketing campaign was undertaken to drive both visitation and brand awareness, with the overarching strategy being to position Glenelg top of mind as Adelaide's key summer and ice cream destination. As well as promotion via Council and Jetty Road, Glenelg's social media and online channels, tram and bus stop advertising was positioned in strategic locations within the City of Holdfast Bay as well as in the Adelaide CBD.

As the result of a PR campaign, the event received significant media attention in the lead up, including coverage in The Advertiser, Channel 7 and a number of print and online outlets.

Attendance is estimated at 30,000 people to the Glenelg Ice Cream Festival, with a further 5,000 people lining Jetty Road the following morning to watch the Tour Down Under race start.

Research conducted by McGregor Tan on the day showed that the event attracted a high proportion of families (59%), with attendees spending an average of 3 hours and \$100 in the precinct. Respondents showed high intention to return (79%) and very high intention to recommend the event to others (91%).

Spendmapp data for Glenelg demonstrated a significant increase in spend coinciding with the date of the Glenelg Ice Cream Festival when compared to the previous and following Saturdays. This is evident in the Dining and Entertainment, Specialised Food Retail and Department stores/Clothing categories as shown below:

Spend Category	Sat 7 Jan	Sat 14 Jan	Sat 21 Jan
<b>Dining and Entertainment (Glenelg)</b>			
Total Local Spend	\$669k	<b>\$865k</b>	\$720k
Visitor Local Spend	\$569k	<b>\$756k</b>	\$603k
<b>Specialised Food Retailing (Glenelg)</b>			
Total Local Spend	\$148k	<b>\$164k</b>	\$154k
Visitor Local Spend	\$93.4k	<b>\$103k</b>	\$95.6k



<b>Department Stores and Clothing (Glenelg)</b>			
Total Local Spend	\$76.5k	<b>\$115k</b>	\$77.5k
Visitor Local Spend	\$63.9k	<b>\$93.8k</b>	\$65.9k

The increase in visitor local spend in these categories demonstrates that there was a significant increase in spend by people from outside the area.

## **BUDGET**

The Jetty Road Mainstreet Committee elected to co-fund the event, contributing a total of \$50,000. This includes a \$40,000 contribution towards direct event costs, and \$10,000 towards the extra staff resourcing required to deliver an additional event during the peak season.

The total net event cost was approximately \$84,000. A modest amount of income was generated through site hire fees from traders external to the Jetty Road precinct.

## **LIFE CYCLE COSTS**

Not applicable

Item No: 8.3

Subject: **MONTHLY FINANCE REPORT**

Date: 3 May 2023

Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

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## **SUMMARY**

This report provides an update on the Jetty Road Mainstreet income and expenditure as at 31 March 2023.

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## **RECOMMENDATION**

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

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## **STRATEGIC PLAN**

Innovation: entrepreneurialism  
Sustainability: resilience in our economy

## **COUNCIL POLICY**

Not applicable

## **STATUTORY PROVISIONS**

Not applicable

## **BACKGROUND**

The Jetty Road Mainstreet Committee (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 Jetty Road Mainstreet financial year 2022/2023 income and expenditure statement is presented for information.

*Refer Attachment 1*

The 2022/2023 Jetty Road Mainstreet budget for March has been delivered on track. Over the next months, costs will be realised for the Jetty Road Magazine Winter Edition, Brand Strategy and April advertising campaign.

**BUDGET**

Not applicable

**LIFE CYCLE COSTS**

There are no lifecycle costs associated with this report.

# Attachment 1



### **INCOME & EXPENDITURE STATEMENT 31 March 2023**

		Annual Budget	YTD Budget	YTD Actuals	Variance
<b>Marketing</b>			-	-	
Signage	Tram Wrap & Out of precinct signage	50,000	20,000	14,500	5,500
	SA Style Mag, CityMag, Blogs and Consumer News, be Local Campaign, photoshoot, influencers, Winter Warmers Digital				
Public Relations	JR LOCAL Magazine	39,740	15,000	12,817	2,183
Publications	Social Media advertsing, Website, Google Adwords, YouTube advertising	60,000	36,500	36,540	(40)
Advertising	Shopping campaigns including	15,000	7,000	4,232	2,768
Promotions	Spend + Win	43,750	9,000	7,150	1,850
Marketing Contingency	Marketing contingency	22,000	15,000	15,200	(200)
		<b>230,490</b>	<b>102,500</b>	<b>90,439</b>	<b>12,061</b>

*\*Annual Budget includes carry forward amount from 2021/22 of \$92,909*

### INCOME & EXPENDITURE STATEMENT 31 March 2023

	Annual Budget	YTD Budget	YTD Actuals	Variance	2020/21 Actuals	2021/22 Actuals
<b>Revenue</b>						
General Rates Raised	617,630	617,630	617,629	(1)	584,449	598,469
Gift Card Income	-	-	-	-	2,690	4,585
Other Income	20,000	12,188	9,299	(2,889)	19,464	14,469
Gift Card Revenue	-	-	-	-	-	-
	<b>637,630</b>	<b>629,818</b>	<b>626,928</b>	<b>(2,890)</b>	<b>606,603</b>	<b>617,523</b>
<b>Expenses</b>						
Employee Costs	211,984	156,112	124,813	31,299	207,435	216,716
Sponsorships	34,500	27,000	25,000	2,000	-	25,030
Event Management	54,909	51,408	21,469	29,938	23,585	3,778
Retail Strategy Implementation	15,000	-	-	-	480	-
Christmas Decorations	-	-	-	-	-	10,000
Food & Drink	2,500	1,801	931	869	456	292
Directory Board	1,000	-	-	-	-	655
Donations	500	-	-	-	-	-
Lighting	-	-	4,402	(4,402)	41,618	19,363
COVID-19 Related Expenditure	-	-	-	-	-	22,125
Gift Card Expenditure	2,156	1,000	3,586	(2,586)	12,045	9,756
Other Expenditure	-	-	185	(185)	629	747
Unallocated credit card expenditure	-	-	-	-	-	-
Professional Services	37,500	24,000	16,520	7,480	-	39,697
<b>Marketing</b>		-	-		<b>206,578</b>	
Signage	50,000	20,000	14,500	5,500	-	22,975
Public Relations	39,740	15,000	12,817	2,183	-	27,082
Publications	60,000	36,500	36,540	(40)	-	70,995
Advertising	15,000	7,000	4,232	2,768	-	10,176
Promotions	43,750	9,000	7,150	1,850	-	67,741
Marketing Contingency	22,000	15,000	15,200	(200)	-	22,754
<b>Events and Activations</b>						
Pro Hustle Basketball	-	-	-	-	-	15,000
<b>Co-funded Events</b>						
Winter Activation	40,000	40,000	40,088	(88)	43,268	44,304
Summer Activation	50,000	50,000	50,000	-	-	-
Spring Street Party	50,000	50,000	50,000	-	-	30,000
Seafood Festival	-	-	-	-	-	-
March Activation	-	-	-	-	-	30,000
	<b>730,539</b>	<b>503,820</b>	<b>427,433</b>	<b>76,387</b>	<b>536,094</b>	<b>689,186</b>
<b>Net Profit/(Loss)*</b>	<b>(92,909)</b>	<b>125,998</b>	<b>199,494</b>	<b>73,497</b>	<b>70,509</b>	<b>(71,663)</b>

\*Annual Budget includes carry forward amount from 2021/22 of \$92,909

Item No: 8.4

Subject: **MARKETING UPDATE**

Date: 3 May 2023

Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

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### **SUMMARY**

This report provides an update on the marketing initiatives undertaken by the Jetty Road Mainstreet Committee aligned to the 2022/2023 Marketing Plan and initiatives associated to the delivery of the Jetty Road Glenelg Retail Strategy 2018-2022.

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### **RECOMMENDATION**

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

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### **STRATEGIC PLAN**

Innovation: entrepreneurialism for lifelong growth, economic and social vibrancy

### **COUNCIL POLICY**

Not applicable

### **STATUTORY PROVISIONS**

Not applicable

### **BACKGROUND**

The Jetty Road Development Coordinator is responsible for implementing initiatives on behalf of the Jetty Road Mainstreet Committee aligned to the 2022/2023 Marketing Plan.



## REPORT

### Consumer News

The monthly Jetty Road consumer newsletter was emailed to over 7,655 subscribers on Friday 14 April 2023. The edition focused on School Holidays at the Bay.

- 37% open rate with 4,839 opens with 312 subscribers clicking a link and 2,597 total clicks.

'Jetty Road Storybook trail', 'Paint your own pot' and 'Cricut mug making' received the most clicks through to the Jetty Road website.

### Trader News

- **Tuesday 4 April 2023** (Resent on Wednesday 5 April) – **428 recipients – 54% open rate**, which included: April School Holiday Trail, Easter, Airport Campaign
- **Friday 21 April 2023** (Resent on Saturday 22 April) – **427 recipients – 42% open rate**, which included: Anzac Day, Welcome Kat, Jetty Road Storybook Trail

### Giant Wheel Collaboration – Jetty Road Easter Egg Hunt



Skyline Attractions collaborated with Jetty Road, Glenelg to host the Jetty Road Easter Egg Hunt on Saturday 1 and Sunday 2 April 2023. The Easter Egg Hunt provided children of all ages the opportunity to hunt for chocolate eggs as well as receive vouchers from Jetty Road traders.

There were 12 sessions each day with 1,360 people participating. The sessions were run in age groups, with free tickets booked through EventBrite. The event attracted significant attention with the majority of sessions booking out within 24 hours.

### School Holiday Program – Jetty Road Storybook Trail

The Jetty Road Storybook Trail was a school holiday initiative through the April School Holidays. Children were invited to Jetty Road to follow the Jetty Road Storybook Trail – The Adventures of Clarence the Crab.

The trail encouraged people to explore the precinct, following Clarence's adventure. Based on feedback from previous trails with traders indicating that it was difficult to service the trail and their business, all activities could be undertaken from the street, not requiring them to go in store. Nine businesses provided vouchers for families to use during the adventure or throughout the school holidays, encouraging people to stay and linger or return to the precinct.

The bags included:

- 1 x story book
- 1 x map
- 1 x packet of Jetty Road branded pencils
- Vouchers from 9 traders

The cost per bag was \$3.50

500 bags were available with the initiative costing \$2,000, including print costs. The initiative was promoted through Jetty Road and the City of Holdfast Bay digital channels with no additional paid advertising spend. Feedback will be taken on board from this initial trial to further grow the concept in future years.

At the time of writing this report, over 250 bags had been given out in the first week of school holidays.

This initiative is a collaboration with the Youth Team's Play at the Bay, History & Exhibitions Team with the Bay Discovery Centre, Arts and Culture and the Glenelg Library.

#### **Jetty Road LOCAL Magazine – Winter Edition**

The Winter Edition of the Jetty Road Magazine has been finalised with the Magazine due to be distributed late May. The Magazine continues to build on, and celebrate, the 'local' stories of Jetty Road and the personalities and businesses within the precinct.

Players from the Glenelg Football Club were chosen as the cover article. The club, its players and supporters have a strong connection to the precinct and local connections.

#### **Jetty Road Website**

As of July 2023, the current Google Analytics (Universal Analytics) will no longer process data, it has been replaced with Google Analytics 4 (GA4). To keep up with this change we have switched to GA4 however there are differences between the two in the way they measure data, creating a break in the time series. Due to this break, no report has been provided for the current reporting period. Currently reports are being compared and reviewed and differences identified to ensure effective reporting for the Jetty Road website moving forward.

#### **Social Media**

Jetty Road, Glenelg social media reporting for Facebook and Instagram is reflected for the period of 21 March – 20 April 2023.

The social media team continues to work closely with the Jetty Road team implementing workflow systems and mapping the entire precinct to ensure representation. This includes features across stories, feeds and sourcing content.

To better highlight the precinct, a slight change in approach has been implemented to showcase more destination content in the feed posts and businesses through stories. Information will be provided to traders to better understand the social media approach for the precinct.

**Facebook – 21 March 2023 – 20 April 2023**

	<b>21 January – 20 February</b>	<b>21 February – 20 March</b>	<b>21 March – 20 April</b>
<b>Page Followers</b>	31,200	31,284	31,301
<b>Posts</b>	29 ↑	25 ↑	25 ↑

**Instagram - 21 January 2023 – 20 February 2023**

	<b>21 January – 20 February</b>	<b>21 February – 20 March</b>	<b>21 March – 20 April</b>
<b>Followers</b>	20,200	20,281	20,274
<b>Posts</b>	28 ↑	30 ↑	7 ↓

**BUDGET**

The JRMC allocated \$230,490 towards implementing the 2022/2023 Marketing Plan, of which \$90,439 has been expended as at 31 March 2023.

**LIFE CYCLE COSTS**

Not applicable