



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**

Wednesday 3 November at 6.00pm

A stylized, handwritten signature in black ink.

**Roberto Bria
CHIEF EXECUTIVE OFFICER**

Jetty Road Mainstreet Committee Agenda

1. OPENING

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

2. APOLOGIES

2.1 Apologies received

2.2 Absent

3. DECLARATION OF INTEREST

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

4. CONFIRMATION OF MINUTES

Motion

That the minutes of the Jetty Road Mainstreet Committee held on 6 October be taken as read and confirmed.

5. QUESTIONS BY MEMBERS

5.1 **Without Notice**

5.2 **With Notice - Nil**

6. MOTIONS ON NOTICE - Nil

7. PRESENTATIONS

7.1 Crime Stoppers SA Presentation

Presentation by Crime Stoppers SA, CEO Nigel Smart, with Adam Thompson (Director of Engagement) and Digby Howis (SAPOL)

7.2 JRMC Self Assessment

Ms Regan Forrest, Manager, City Activation will provide an update and the next steps of the JRMC self-assessment exercise.

8. REPORTS/ITEMS OF BUSINESS

- | | | |
|-----|---|---------------------|
| 8.1 | Monthly Finance Report | (Report No: 369/21) |
| 8.2 | Crime Stoppers SA – Jetty Road Initiative | (Report No: 370/21) |
| 8.3 | Marketing Update | (Report No: 371/21) |
| 8.4 | Jetty Road Events Update | (Report No: 372/21) |
| 8.5 | Alpine Winter Festival 2021 | (Report No: 373/21) |

6. URGENT BUSINESS – Subject to the Leave of the Meeting**7. DATE AND TIME OF NEXT MEETING**

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 1 December 2021 in the Parlour Meeting Room, Glenelg Town Hall, Glenelg

8. CLOSURE

ROBERTO BRIA
CHIEF EXECUTIVE OFFICER

Item No: 8.1

Subject: **MONTHLY FINANCE REPORT**

Date: 3 November 2021

Written By: Jetty Road Development Coordinator

General Manager: Community and Business Services, Ms M Lock

SUMMARY

The Jetty Road Mainstreet Committee September 2021 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.

COMMUNITY PLAN

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

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The Jetty Road Mainstreet Committee (JRMCC) 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 is on track.

BUDGET

Not applicable

LIFE CYCLE COSTS

There are no lifecycle costs associated with this report.

INCOME & EXPENDITURE STATEMENT 30 September 2021

	Annual Budget	YTD Budget	YTD Actuals	Variance	<u>2020/21</u>	
					Actuals 30 September	Actuals 30 June
Revenue						
General Rates Raised	598,480	598,480	598,469	(11)	584,449	584,449
Other Income	20,000	-	1,705	1,705	10,295	22,154
	618,480	598,480	600,174	1,694	594,744	606,603
Expenses						
Employee Costs	206,153	47,920	50,617	(2,697)	47,350	207,435
Sponsorships	26,500	-	-	-	-	-
Event Management	39,500	19,106	2,900	16,206	2,770	23,585
Christmas Decorations	10,000	-	-	-	-	-
Marketing	267,399	33,337	30,455	2,882	45,444	206,578
Retail Strategy Implementation	10,000	343	-	343	-	480
Food & Drink	3,500	102	13	89	14	456
Directory Board	2,500	-	-	-	-	-
Donations	2,500	-	-	-	-	-
COVID-19 Related Expenditure	20,000	-	5,355	(5,355)	-	-
Other Expenditure	5,000	1,396	779	617	6,500	12,045
Lighting	-	-	-	-	-	41,618
Unallocated credit card expenditure	-	-	-	-	1,876	-
Professional Sevices	-	-	-	-	-	334
Repairs & Maintenance	-	-	-	-	-	275
Winter Activation	40,000	38,828	20,532	18,296	36,098	43,268
Tour Down Under	30,000	-	-	-	-	-
Spring Street Party	30,000	-	-	-	-	-
Gin Festival	50,000	-	-	-	-	-
March Activation	40,000	-	-	-	-	-
	783,052	141,032	110,651	30,381	140,052	536,074
Net Profit/(Loss)*	(164,572)	457,448	489,523	32,075	454,692	70,529

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

Marketing - Breakdown

	Actual	Budget
Digital Marketing	12,395	
Radio	-	
Television	-	
Outdoor Signage	3,742	
Print Media	3,127	
Promotional Collateral	11,191	
Contingency Budget		
	<u>30,455</u>	<u>267,520</u>

226 - Glenelg Mainstreet

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
200 - Salaries	176,703	0	176,703	42,137	44,469	(2,332)	0	44,469	132,234
249 - Wages - Overtime	5,500	0	5,500	0	0	0	0	0	5,500
250 - Salaries Superannuation	17,670	0	17,670	4,214	3,008	1,205	0	3,008	14,662
283 - Sponsorships	26,500	0	26,500	0	0	0	0	0	26,500
310 - Project/Event Management	39,500	0	39,500	19,106	2,900	16,206	0	2,900	36,600
31D - Retail Strategy Implementation	10,000	0	10,000	343	0	343	0	0	10,000
401 - Christmas Decorations	10,000	0	10,000	0	0	0	10,000	10,000	0
415 - Food and Drink	2,500	0	2,500	66	0	66	0	0	2,500
41F - Food, Drink, Entertainment (FBT Applicable)	1,000	0	1,000	36	13	24	0	13	987
433 - Marketing - Promotion & Familiarisation	307,399	0	307,399	33,337	30,455	2,882	0	30,455	276,944
438 - Directory Board	2,500	0	2,500	0	779	(779)	0	779	1,721
806 - Donations	2,500	0	2,500	0	0	0	0	0	2,500
817 - Insurance - Workers Compensation - Sals	6,280	0	6,280	1,570	3,140	(1,570)	0	3,140	3,140
8GC - Gift Card Expenditure	5,000	0	5,000	1,396	0	1,396	0	0	5,000
COV - COVID-19 Related Expenditure	20,000	0	20,000	0	5,355	(5,355)	0	5,355	14,645
900 - Miscellaneous Income	0	0	0	0	(5)	5	0	(5)	5
966 - General Rates Raised	(598,480)	0	(598,480)	(598,480)	(598,469)	(11)	0	(598,469)	(11)
974 - Sales - Other and Promotional Items	(20,000)	0	(20,000)	0	0	0	0	0	(20,000)
9GC - Gift Card Revenue	0	0	0	0	(1,700)	1,700	0	(1,700)	1,700
	14,572	0	14,572	(496,276)	(510,055)	13,779	10,000	(500,055)	514,627

J02 - Winter Activation - Jetty Road Contribution

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
301 - Professional Services	40,000	0	40,000	38,828	20,532	18,296	0	20,532	19,468
	40,000	0	40,000	38,828	20,532	18,296	0	20,532	19,468

J03 - Tour Down Under - Jetty Road Contribution

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
205 - Wages	600	0	600	0	0	0	0	0	600
249 - Wages - Overtime	5,000	0	5,000	0	0	0	0	0	5,000
433 - Marketing - Promotion & Familiarisation	8,000	0	8,000	0	0	0	0	0	8,000
800 - Other Expenditure	16,400	0	16,400	0	0	0	0	0	16,400
	30,000	0	30,000	0	0	0	0	0	30,000

J04 - Spring Street Party

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
249 - Wages - Overtime	3,000	0	3,000	0	0	0	0	0	3,000
310 - Project/Event Management	27,000	0	27,000	0	0	0	0	0	27,000
	30,000	0	30,000	0	0	0	0	0	30,000

J05 - Gin Festival

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
800 - Other Expenditure	50,000	0	50,000	0	0	0	0	0	50,000
	50,000	0	50,000	0	0	0	0	0	50,000

Item No: 8.2

Subject: **CRIME STOPPERS SA – JETTY ROAD INITIATIVE**

Date: 3 November 2021

Written By: Jetty Road Development Coordinator

General Manager: Community & Business Services, Ms M Lock

SUMMARY

The Jetty Road Mainstreet Committee (JRMCM) received a proposal from the CEO of Crime Stoppers South Australia (Crime Stoppers), regarding an opportunity to partner on a campaign to improve community confidence and encourage a safer Jetty Road Precinct.

This proposal aligns with feedback received through the 2021 Jetty Road, Glenelg Business Needs Survey conducted from 12- 30 August 2021, which highlighted a significant difference in perception of safety between day and night. There was strong trader sentiment to increase community safety and prevent crime.

RECOMMENDATION

That the Jetty Road Mainstreet Committee:

- 1. Note this report.**
- 2. To partner with Crime Stoppers South Australia for a period of 8 weeks over December 2021 and January 2022.**

OR

To partner with Crime Stoppers South Australia for an alternative period as agreed by the Committee.

OR

Thank Crime Stoppers South Australia for their proposal and advise that the Jetty Road Mainstreet Committee are not in a position to enter into a partnership at this time.

COMMUNITY PLAN

Economy: Supporting and growing local business

Economy: Boosting our visitor economy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

Jetty Road is a vibrant precinct with a strong day and night economy. Feedback received through the recent Business Needs Survey highlighted there is a perception from traders that the precinct can be unsafe, particularly in the evening. Through its annual marketing program, the JRMC aims to promote the precinct as a vibrant shopping, leisure and recreational area with year-round appeal to residents and visitors. Proactively responding to this feedback and ensuring Jetty Road is known as a safe and vibrant precinct is a key concern for the committee.

Independent to the survey results, correspondence was received from the CEO of Crime Stoppers regarding the opportunity to form a partnership to improve confidence in and the safety of the Jetty Road, Glenelg precinct.

The Jetty Road Retail Strategy identifies four priority areas of which the proposal put forward by Crime Stoppers aligns to Priority 4: *Work better together Council and the Jetty Road Mainstreet Committee will continue to work closely to ensure that the needs of traders, landlords and consumers are respected, to advocate for the precinct, and to leverage the opportunities presented through partnerships and future development.*

Crime Stoppers South Australia is an independent community organisation and a registered charity, which works with the police, media, partners and the community to help solve and reduce crime. As a trusted link between the community and policy, Crime Stoppers provides a mechanism for people to share knowledge regarding suspicious activities in an anonymous manner which is then passed on to SAPOL.

REPORT

According to the crime statistics available on the SAPOL website for July 2021, the suburb of Glenelg, which includes Jetty Road has the highest number of recorded incidents, 53, for the City of Holdfast Bay.

The opportunity to partner with Crime Stoppers aims to directly respond to the above statistics and trader sentiment.

Objective and Purpose

The initiative will engage the local community to encourage a safer precinct and environment, to encourage traders and consumers to actively contribute by sharing information about suspicious activity within the local area. Additionally, this proposal directly responds to feedback received through the Business Needs Survey.

A range of campaign elements will be utilised to engage traders and consumers so they are aware of this important crime initiative and the leadership demonstrated by Jetty Road Traders. Crime – and the fear of crime – can impact on community confidence, and this integrated initiative will reinforce to anyone planning to act in an anti-social way or commit crime that many eyes are watching and there is a real risk that they will be held to account by police. This is, in itself, a significant deterrent to those believing they can act in an inappropriate way.

Proposed Campaign Duration

An eight-week campaign has been proposed. This gives time for the message to resonate with the community and could cover December and January, key trading months for the precinct. The initiative duration can be scaled depending on budget.

At the end of the campaign results on campaign engagement and crime statistics will be shared with the committee.

Campaign Elements:

- Launch
- Trader Involvement: A promotional kit will be supplied to Jetty Road Traders to actively display the initiative in store.
- Social Media: Crime Stoppers' social media presence includes Facebook, LinkedIn, Twitter and most recently Instagram. This would be further supported through Jetty Road platforms.
- Crime Stoppers Website
- Pop Up community Activation: Crime Stoppers will partner with SAPOL (subject to availability) and JRMC to deliver a pop-up activation on mutually agreed dates/times to engage the community and encourage their awareness and participation in the initiative. Consumer giveaways will form part of the activation to engage with the many shoppers who visit the precinct.
- Consumer Survey: Crime Stoppers will activate a survey with consumers to understand their views on a range of agreed questions and topics. The results will be shared with the Jetty Road Traders and JRMC.
- Crime Statistics: Crime Stoppers will work with SAPOL to monitor and analyse crime statistics within the area before, during and after the initiative.
- Digital Engagement reports: Crime Stoppers will provide a comprehensive post-initiative report that identifies reach and engagement achieved through digital and social channels and other metrics as agreed.
- TVC: An approach will be made to 9 News Adelaide, as the media partner of Crime Stoppers to determine whether a live weather cross or similar event can occur from the Jetty Road precinct. (subject to Nine agreement)

Option 1

The Jetty Road Mainstreet Committee note this report and partner with Crime Stoppers South Australia for a period of 8 weeks over December 2021 and January 2022.

Option 2

The Jetty Road Mainstreet Committee note this report and partner with Crime Stoppers South Australia for an alternative period as agreed by the Committee.

Option 3

The Jetty Road Mainstreet Committee note this report and thank Crime Stoppers South Australia for their proposal and advise that the Jetty Road Mainstreet Committee are not in a position to enter into a partnership at this time.

BUDGET

\$1,000 per week (ex GST) for a total cost of \$8,000 (ex GST) for the proposed eight week campaign.

The 2021/22 budget has \$10,000 allocated to delivering the Retail Strategy and this initiative aligns to delivering priority 4.

LIFE CYCLE COSTS

Not applicable

Item No: 8.3

Subject: **MARKETING UPDATE**

Date: 3 November 2021

Written By: Jetty Road Development Coordinator

General Manager: Community & Business Services, Ms M Lock

SUMMARY

The report provides an update on the marketing initiatives undertaken by the Jetty Road Mainstreet Committee 2020/21 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

COMMUNITY PLAN

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

BACKGROUND

The Jetty Road Development Coordinator is responsible for implementing initiatives on behalf of the Jetty Road Mainstreet Committee in alignment with the 2020/21 Marketing Plan.

REPORT

Jetty Road LOCAL Summer Magazine

The 2021/22 Summer Edition of the Jetty Road LOCAL magazine has been finalised with distribution planned for early November. The magazine features 23 businesses as well as three feature stories, tourism feature, Chapel Plaza update and a fashion flat lay.

Consumer News

The monthly Jetty Road consumer newsletter was emailed to 6,369 subscribers on October 22. This is an increase of 20 subscribers since the August edition. The edition covered Halloween at The Bay, Glenelg Ice Cream Festival, Melbourne Cup and a 'What's On' section. This EDM had a 25.5% open rate with 1,572 opens and 147 total clicks.

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

Shopping Campaigns - Black Friday/ Cyber Monday

As part of the Shopping Campaigns project in the annual marketing plan a campaign is being developed for Black Friday / Cyber Monday. An email has gone to traders in the precinct asking if they will be leveraging this retail event and if so, to send through their offer. Further follow-up will be undertaken in the coming weeks. All offers will be included in a campaign encouraging people to come and shop over the Black Friday / Cyber Monday (26 – 29 November) weekend. Campaign elements include: Radio advertising with SAFM, website content, social media, consumer newsletter, precinct corflute's and footpath decals.

This is one of multiple shopping campaigns to be delivered with the aim of raising brand awareness of Jetty Road as a place to shop and dine and to drive sales from local and comparison shoppers.

Shopping Campaigns - Radio Advertising

Aligned with the Jetty Road Marketing Plan, radio advertising has been confirmed with SAFM for the Shopping Campaigns, which include Black Friday, Christmas Shopping, Easter, Mother's Day and end of financial year as well as general brand awareness campaign. SAFM was chosen as their listeners align with the Jetty Road key target market. 85% of SAFM listeners prefer to shop locally with 265,000 listeners tuning in weekly. Adelaide females aged between 24 and 54 make up 55% of listeners.

Results will be presented following each campaign.

CityMag Magazine

A full page Local Loves advertisement was featured in the Spring printed edition of CityMag Magazine, distributed in late September. The advertisement focused on the precinct as a whole and featured 6 individual traders. 20,000 copies were printed and distributed to 500+ points inclusive of art galleries, museums, coffee shops, pubs, cafes, clothing boutiques, businesses (including Government offices and banks) and gift shops located in the CBD and surrounds. The magazine is also distributed to UniSA, Flinders Uni and Adelaide University campuses.

The next CityMag feature has been scheduled for February as we come out of summer.

LOCALS LOVE JETTY ROAD, GLENELG

Jetty Road's vibrant shopping precinct draws in crowds of new visitors, but so too do local residents to relax and the sun starts to show. There's no better time to visit Jetty Road, Glenelg.

For a unique shopping and dining experience, the only local market in the precinct is the only local market in the precinct. It's a place where you can find everything you need for your home and your business.

BOTTEGA DELATERIA
18 Jetty Road, Glenelg
Bottega Delateria is a gourmet deli and cafe. We offer a range of delicious, locally sourced products. We are open 7 days a week.

FOX & BOWEN
18 Jetty Road, Glenelg
Fox & Bowen is a gourmet deli and cafe. We offer a range of delicious, locally sourced products. We are open 7 days a week.

THE GOLDSMITHERY
18 Jetty Road, Glenelg
The Goldsmithery is a gourmet deli and cafe. We offer a range of delicious, locally sourced products. We are open 7 days a week.

SWEDISH TARTS GLENELG
18 Jetty Road, Glenelg
Swedish Tarts Glenelg is a gourmet deli and cafe. We offer a range of delicious, locally sourced products. We are open 7 days a week.

HIN'S RAMEN HOUSE
18 Jetty Road, Glenelg
Hin's Ramen House is a gourmet deli and cafe. We offer a range of delicious, locally sourced products. We are open 7 days a week.

BEACH BURRITO COMPANY
18 Jetty Road, Glenelg
Beach Burrito Company is a gourmet deli and cafe. We offer a range of delicious, locally sourced products. We are open 7 days a week.

Jetty Road Website - 21 September – 20 October 2021

- 4.9k views by 4.2k users (previous year Sept –Oct 2020 4.7k views by 4.2k users)
- Bounce rate 68.04% (previous year Sept –Oct 2020 75.56%)
- Session duration 0.59 seconds (previous year 0.45 seconds)
- Traffic
 - 43% direct,
 - 27% organic searches
 - 27% social media channels

Most visited pages included:

- Home page
- Jetty Road Tattoo Studio
- Directory
- Restaurants-café-bars
- Fork on the road event
- Glenelg Ice Cream festival
- Parking

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

Social Media

The Jetty Road Glenelg, Social Media reporting for Facebook and Instagram are reflected for the period of 21 September to 20 October 2021.

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

Facebook - 21 September – 20 October 2021




Reached 42.6K

	21 July – 20 August	21 August – 20 Sept	21 Sept- 20 October
Page Followers	29,600 ↑	30,570 ↑	30,681 ↑
Posts	29 ↓	30 ↑	27 ↓
Post engagement	Reactions 1k ↓ Comments 90 ↓ Shares 40 ↓	Reactions 1.3k ↑ Comments 372 ↑ Shares 81 ↑	Reactions 1.3k ↑ Comments 536 ↑ Shares 101 ↑

Most engaging posts 21 September to 20 October 2021.

27 September 1,727 engagement	23 September 1,266 engagement	19 October 400 engagement
Ice Cream Festival event	New business	New business
<p>Introducing the GLENELG ICECREAM FESTIVAL!</p> <p>🔥 Saturday 30 October 11am-5pm (side streets until 10pm)</p> <p>🔥 All things ice-cream and gelato flavours from around the world, Street party, pop up food stalls, roving entertainment, fashion parade, dairy cows and calves... See More</p> 	<p>New faces around the Bay Urban Desserts have arrived just in time for school holidays!</p> <p>And as if testing out their incredible decadent desserts wasn't enough, when you dine in the kiddies get a free macaron.</p> <p>The offer begins this Saturday so go and check them out in Nile Street and welcome them to the Bay.</p> 	<p>We have been watching this GORGEOUS space unfold and we are so excited it is OPENING DAY!</p> <p>This sunlit, beachside space has been designed with the client in mind. It is situated first floor with 5 appointed mirror stations, a colour table where clients can work on their laptop or sip a coffee or bevvy and a wrap around balcony adorned with olive trees for summer gals to socialise and watch over Jetty Road. See More</p> 




Posts with greatest reach 21 September to 20 October 2021.

23 September 9.1k reached	7 October 6.5k reached	29 September 5.5k reached
New business	Opening of Hindmarsh Lane	Business post – supporting Glenelg in the Grand Final
<p>'New faces around the Bay Urban Desserts have arrived just in time for school holidays!</p> <p>And as if testing out their incredible decadent desserts wasn't enough, when you dine in the kiddies get a free macaron.</p> <p>The offer begins this Saturday so go and check them out in Nile Street and welcome them to the Bay.</p> 	<p>Looks great!!</p> 	<p>Local spirit is high Paisley Btq. 🇦🇺❤️</p> <p>These Gold and black masks for the GLENELG TIGERS who are playing in the SANFL grand final this weekend! And they won't last long! 🇦🇺</p> 

Instagram

	21 July – 20 August	21 August – 20 Sept	21 Sept – 20 October
Followers	18.8k	18.9k ↑	19k ↑
Posts	29 ↓	30 ↑	25 ↓
Interaction	9k ↑	6K ↓	5.5k ↓
Reached	39.7k ↓	25k ↓	30.5k ↑
Comments	222 ↓	160 ↓	240 ↑
Stories	339 ↓	300 ↓	295 ↓

Post engaging posts 21 September to 20 October 2021. These posts also had the greatest reach

<p>27 September – 789 Interaction</p> <p>27 Sept– 12.1k reach</p> <p>Ice Cream Festival event</p>	<p>18 October – 488 Interaction</p> <p>18 October – 8.8k reach</p> <p>Moseley Beach Club / summer events</p>	<p>30 September - 450 Interaction</p> <p>30 September – 7.6k reach</p> <p>Return of the Mix 102.3 Giant Wheel</p>
 <p>Introducing the GLENELG ICECREAM FESTIVAL! Saturday 30 October</p>	 <p>jettyrdglenelg What a summer line-up in the Bay! The Ice Cream festival, SummerSalt, Opera on the Beach, Battle of the Bands, the Skyline Ferris wheel and Moseley Beach Club.</p>	 <p>Guess who's back in three weeks ...@skylineferriswheel!</p>

Stories with greatest reach through 21 September to 20 October 2021.

1.2k reached	1.14k reached	1.1k reached

MONITORING PERFORMANCE

Monitoring performance of Jetty Road activities is important. Some activities will have a clear ROI, however others will have a different purpose and alternative measures are more appropriate, such as industry benchmarks and brand awareness. Information on activity and performance measures will be presented to the JRMC for discussion at the November workshop.

BUDGET

The JRMC have \$267,520 allocated towards implementing the 2021/22 Marketing Plan, of which \$30,455 has been expended as at 30 September 2021.

LIFE CYCLE COSTS

Not applicable.

Item No: 8.4

Subject: **JETTY ROAD EVENTS UPDATE**

Date: 3 November 2021

Written By: Jetty Road Development Coordinator

General Manager: Community & 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.

COMMUNITY PLAN

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

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

Glenelg Ice Cream Festival

The Glenelg Ice Cream Festival (30 October 2021) 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.

Christmas at the Bay

Christmas at the Bay will be held on the Glenelg Foreshore on Saturday 27 and Sunday 28 November. The weekend of festivities is in lieu of the 2021 Glenelg Christmas Pageant. It will be a weekend-long COVID-safe event. Featuring a range of performances, carol singers, festive displays and Santa's own Beach Cave, Christmas at the Bay will be an opportunity to celebrate the magic of Christmas together as a community.

Christmas decorations will be installed along Jetty Road, Glenelg and the foreshore during the week commencing 8 November 2021. Installations will be largely the same as in 2020, except the wreaths on the Jetty Road light poles (which had reached end of life in 2020) are to be replaced by white stars in keeping with the design of the other decorations.

Administration is running a 2021 Christmas Window Competition throughout the City of Holdfast Bay from Monday 15 November, with judging commencing Monday 13 December. Jetty Road traders are encouraged to share the Christmas spirit in store through participating in the window display competition and other activations.

City-Bay Fun Run 2021 - *cancelled*

The City-Bay Fun Run has been cancelled for 2021 due to the event COVID Management Plan not getting approval through SA health.

Tour Down Under 2022 - *cancelled*

Due to ongoing quarantine requirements affecting international athletes, the Tour Down Under has been cancelled and replaced with the Festival of Cycling. No part of this festival will be taking place in the City of Holdfast Bay.

Summer Events 2021/22

- Glenelg Sunset Markets – scheduled to be held on 12 December 2021, 9 & 30 January, 13 & 20 February and 13 March 2022.
- Mix 102.3 Giant Wheel is set to return from 29 October 2021 to 8 May 2022.
- Foreshore Fridays – live music every second Friday 6-7:30pm from November-March.
- Bay Sheffield Festival – 27 & 28 December 2021, to be held at Glenelg Oval as in 2020.
- New Year's Eve – 31 December 2021 fireworks display and live entertainment. Glenelg Foreshore and Wigley Reserve.
- Carl Cox and Eric Powell's Silent Disco – 23 January 2022 on Jimmy Melrose Park.
- SummerSalt featuring the Teskey Brothers – 20 March 2022 on Glenelg Beach.
- Boheme on the Beach – 26 March 2022, State Opera Company to hold the opera to be held on the beach including the Australian Symphony Orchestra.

Chapel Street Plaza Activations

The JRDC will bring forward for JRMC consideration a variety of Chapel Street Plaza Activations in the form of smaller boutique events in the plaza.

BUDGET

The 2020/21 and 2021/22 budget provides sufficient funds to deliver the above mentioned events. A sum of \$30,000 was allocated in the 2021/22 budget to support Tour Down Under street party. This is available to be reallocated.

LIFE CYCLE COSTS

Not applicable

Item No: 8.5

Subject: **ALPINE WINTER FESTIVAL 2021**

Date: 3 November 2021

Written By: Team Leader, Events

General Manager: Community & Business, Ms M Lock

SUMMARY

This report provides an overview on the results of Alpine Winter Festival 2021 staged in Moseley Square and Glenelg Foreshore scheduled 25 June to 20 July 2021 during the school holidays.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note the report.

COMMUNITY PLAN

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

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The Winter Wonderland Festival was developed by the Jetty Road Mainstreet Committee (JRMC) in 2014 to help stimulate economic development during off peak visitation and to keep Glenelg front of mind as a destination during winter. 2019 was the fifth year of this activation. It did not occur in 2020. Alpine Winter Festival was initiated in 2021.

REPORT

The Alpine Winter Festival 2021 staged in Moseley Square and Glenelg Foreshore scheduled 25 June to 18 July 2021 during the school holidays, encompassed the three weeks of school holidays in this period. On offer was ice skating (with skating aids available to children), live music, market stalls, food and beverage offerings and the Jetty Light Walk known as 'Storm'. The term was extended due to reduced density limits and subsequent lockdown under the Emergency Management Act and declarations thereof.

- Total attendance 46,000
- Ticket sales 19,641
- Staff employed 151
- Artists supported 75
- SA Vendors 36

Audience

Whilst broad and diverse, the majority of the audience who attended Alpine 2021 were transient. A crowd who attended for an activity, a booking or a wander but didn't necessarily stay for the entire day or evening. A very family focused audience with a skew towards young families.

Offering

The mixed offering of activities, food, beverage and entertainment was a great success, but could certainly be increased for years to come. A greater focus on a more in-depth children's program, coupled with more adult focused areas may allow for greater integration as well as greater distinction of areas for different audiences.

Timelines

Planning, programming, delivery and marketing would be greatly enhanced with greater lead times.

Site Design

The initial site design was challenging due to the exposure to the elements, lack of power facilities and no sewer connections. The structures of the markets and food vendors were great initiatives, along with timber walkways, however the ice rink would have benefited greatly from being in the centre of the site with greater access to watch, with more of a central fire feature and thoroughfare for the night times.

Operations

Learning from the flow of patronage at different stages, opening hours could be limited during dates that are outside of statewide school holidays, without losing the ability to activate the space at nighttime with lighting installations and fire features.

Ice skating tickets sold comparison

2015	29,000
2016	22,000
2017	28,000
2018	23,310
2019	18,182
2021	19,641

Economic Impact

2015	\$1,400,000
2016	\$1,012,000
2017	\$1,046,422
2018	\$3,126,533
2019	\$1,787,088
2021	\$4,508,000

Spend

Using Spendmapp, spending patterns during the Alpine Winter Festival were analysed in relation to average spend on comparable days outside the festival period. Due to the extended period of the festival, it is difficult to attribute changes in spending patterns to any single cause, given the extent of natural variability in the data due to weather, school holidays, and other factors such as reduced density and COVID lockdown.

Analysis by Spendmapp concluded:

- There was no significant uplift in spending over the festival period when comparing respective days of the week with average spend on that day (e.g. average spend on a Thursday compared to Thursday spending for all Spendmapp data).
- It was found that spending on the final two weekday periods (Monday-Friday) of the 2021 festival was higher than usual. It is suspected that this might have been due to the school holidays allowing more people to attend.
- Despite no change in comparison to the overall daily averages, the analysis revealed during the Alpine Festival 2021 event, there was a total of \$30,972,494 in spending in the Glenelg precinct. This compares to a total \$27,179,999 for the same period in 2019, a \$3,803,201 difference.
- Comparing spending in the dining and entertainment categories in Glenelg/Glenelg North for the date range of the Alpine Winter Festival and the same date ranges in 2020 and 2019 revealed the following, although it should be noted that these figures have not been adjusted to account for different dates that weekends and school holidays fall year on year.

Dining and Entertainment: Glenelg/Glenelg North	2019	2020	2021
All hours	\$8.24M	\$11.1M	\$11.9M
Outside work hours only	\$5.02M	\$6.77M	\$7.82M

The JRMCM partnered with The City of Holdfast Bay to deliver the Alpine Winter Festival. The event had a total budget of \$125,000. The JRMCM contributed \$40,000.

Marketing Impact

Paid Reach	438,789
Facebook Reach	673,340
Instagram Reach	210,924
Facebook Likes	20,300
Instagram Followers	7,600

Target Market

High yielding City of Holdfast Bay residents and visitors with an interest in food and drink, specifically women of high disposable income.

- Aged 25 to 45 years;
- Local residents, overnight visitors from regional South Australia and interstate in particular -Victoria and New South Wales;
- Looking for authentic and unique experiences to share with friends;
- Familiar with Australia's music, food and drink scene; and
- Use social media such as Facebook and Instagram.

Visitors are defined as residents of Adelaide suburbs and regions outside of the City of Holdfast Bay.

Jetty Road Mainstreet Committee and Retail Strategy Alignment

The event aligns with Jetty Road Mainstreet Committee Terms of Reference key objectives: To enhance and promote the Precinct as a vibrant shopping, leisure and recreational area with year round appeal to residents and visitors and furthering the economic development of the Precinct.

It also aligns with the Retail Strategy Priority 1 and 4.

Priority 1: Promote shopping and dining as the key reasons to visit.

Action: Promote Jetty Road as a great place to visit and shop all year round, focusing on growing the off-peak periods.

Priority 4: Work better together - Council and the Jetty Road Mainstreet Committee will continue to work closely to ensure that the needs of traders, landlords and consumers are respected, to advocate for the precinct, and to leverage the opportunities presented through partnerships and future development.

Summary

The first of its kind activation in Glenelg demonstrated what is possible on the foreshore in the winter months.

The return on total investment (including JRMC and CHB contributions) was \$36.06 for each dollar of support.

BUDGET

JRMC contributed \$40,000 to support the event which had a total budget of \$125,000.

LIFE CYCLE COSTS

Not Applicable