



Minutes of the Jetty Road Mainstreet Committee Held in the Mayor's Parlour, Glenelg Town Hall on Wednesday 2 July 2025 at 6.00pm

ELECTED MEMBERS PRESENT

Mayor Amanda Wilson(via virtual connection)
Councillor R Abley (via virtual connection)

COMMITTEE REPRESENTATIVES PRESENT

Attitudes Boutique, Ms G Martin
Beach Burrito, Mr A Warren
The Colley Hotel, Ms K Bailey
Cibo Espresso, Mr T Beatrice
Theodorakakos Property Group, Mr J Theodorakakos (via virtual connection)
Yo-Chi, Ms B Millard
Ikos Holding Trust, Mr A Fotopoulos
Peter Shearer Mr M Gilligan
Independent Member, Ms S Mills
Independent Member, Mr S Smith (via virtual connection)

STAFF IN ATTENDANCE

General Manager, Community and Business, Ms M Lock
Business Development Partner, Ms V Miller

1. OPENING

The Chair, Ms G Martin declared the meeting open at 6.01pm

2. KAURNA ACKNOWLEDGEMENT

With the opening of the meeting the Chair, Ms G Martin stated:

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: Mr R Shipway, Councillor Kane, Ms S Mills

3.2 Absent:

4. DECLARATION OF INTEREST

Members were 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 to be taken as read and confirmed.

Moved T Beatrice, Seconded K Bailey

Carried

6. PRESENTATIONS:

6.1 Transforming Jetty Road Project Update

Ms C Armfield, Project Manager provided an update on the Transforming Jetty Road Project

S Smith joined the meeting at 6.04pm by virtual connection

B Millard joined the meeting at 6.05pm

A Fotopoulos joined the meeting at 6.33pm

7. QUESTIONS BY MEMBERS

7.1 Without Notice: Nil

7.2 With Notice:

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

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

“Seeking information outlining the steps taken to license 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 li-censed 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 license applied to the full street closure in 2024, and again in 2025. The license 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 license 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 licensed premises along the street:
 - Brighton premises: 9
 - Glenelg premises: over 40
- The size and nature of the licensed 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 liquor licensing and the related liability.

In July 2024, Council administration met with South Australia Police who strongly advised against Council holding the license 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.

7.2.2 **Tourism Destination Marketing Initiatives** (Report No: 202/25)

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 through-out 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 En-field 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 in-volved. 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 JRMCM following its adoption.

8. MEMBER'S ACTIVITY REPORTS: Nil

9. MOTIONS ON NOTICE

9.1 Motion on Notice – Trader Package – Chair G Martin (Report No: 203/25)

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 owners, business owners and operators within the Jetty Road precinct by Jetty Road Mainstreet Committee Members.**
- 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**

Moved T Beatrice, Seconded A Warren

Carried

Item Withdrawn

At the request of the Chair Item 9.2 **Motion on Notice–Letter to Minister for Tourism, Zoe Bettison MP** was withdrawn from the Jetty Road Mainstreet Committee Agenda.

9.3 Motion on Notice – Letter to Australia Post - Chair G Martin (Report No: 205/25)

Motion

- 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 JRMC to Australia Post for the reinstatement of a post box on Jetty Road Glenelg**

Moved A Warren, Seconded B Millard

Carried

9.4 Motion on Notice – Mainstreet SA, Activate Your Place Training - Chair G Martin (Report No: 206/25)

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 S Mills, M Gilligan, A Warren and T Beatrice

Moved A Warren, Seconded T Beatrice

Carried

10. REPORTS/ITEMS OF BUSINESS:

10.1 Items in Brief (Report No: 207/25)

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.

Motion

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

Moved M Gilligan, Seconded T Beatrice

Carried

10.2 Monthly Finance Report (Report No: 208/25)

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

Motion

That the Jetty Road Mainstreet Committee notes this report.

Moved T Beatrice, Seconded A Fotopoulos

Carried

10.3 Jetty Road Events Update (Report No: 209/25)

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.

Motion

That the Jetty Road Mainstreet Committee notes this report.

Moved T Beatrice, Seconded B Millard

Carried

10.4 Marketing Update (Report No: 210/25)

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

Motion

That the Jetty Road Mainstreet Committee notes this report.

Moved K Bailey, Seconded M Gilligan

Carried

10.5 **Jetty Road Mainstreet Committee Terms of Reference** (Report No: 211/25)

The current Terms of Reference (ToR) for the Jetty Road Mainstreet Committee (JRMCM) 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 JRMCM workshop held on Wednesday, 4 June 2024.

At the JRMCM meeting on 12 February 2025, the JRMCM endorsed a revised ToR, subject to a review once the new JRMCM was appointed by Council. The new JRMCM committee was endorsed by the Council on 25 March 2025. On 4 June 2025, Council's CEO held a workshop with JRMCM 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.

Motion

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.**

Moved A Fotopoulos, Seconded M Gilligan

Carried

11. URGENT BUSINESS – SUBJECT TO LEAVE OF THE MEETING

11.1 The Chair thanked the Committee for their time attending the recent additional workshops and meetings.

11.2 A Warren asked could Administration to investigate the current useable space, within commercial tenancies in the Jetty Road Glenelg precinct and provide a report to Jetty Road Mainstreet by the September Meeting. Administration took on notice to action.



12 DATE AND TIME OF NEXT MEETING

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 6 August 2025 to commence at 6.00pm in the Mayor's Parlour Glenelg Town Hall.

13 CLOSURE

The meeting closed at 7.08pm.

CONFIRMED 6 August 2025