



Minutes of the Jetty Road Mainstreet Committee Held in the Council Chamber, Glenelg Town Hall on Wednesday 13 August 2025 at 6.00pm

ELECTED MEMBERS PRESENT

Mayor A Wilson

COMMITTEE REPRESENTATIVES PRESENT

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

STAFF IN ATTENDANCE

General Manager, Community and Business, M Lock
Manager, City Activation, N Reynolds
Business Development Partner, V Miller
Marketing and Design Advisor, K Oates

GUESTS

Manager Business Support, Office for Small and Family Business, L Rusby
Acting Small Business Commissioner, O Anemori
CEO, Society Studio, D Vassallo
Senior Manager, Society Studio, M Killeen
Senior Consultant, Society Studio, E Cave

1. OPENING

The Chair, G Martin declared the meeting open at 6.07pm.

2. KAURNA ACKNOWLEDGEMENT

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

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: Councillor Kane, Councillor R Abley

3.2 Absent: Nil

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 2 July 2025 be taken as read and confirmed.

Moved A Warren, Seconded T Beatrice

Carried

Leave of the meeting

The Chair G Martin sought leave of the meeting to move item **6.2 Small Business Commission** in the Agenda to be considered after Item 5.

Leave of the meeting was granted.

6. PRESENTATIONS

6.2 Small Business Commission

Ms L Rusby, Manager, Business Support, Office for Small and Family Business and Ms O Anemouri, SA Small Business Commissioner presented information on support and programs available from small businesses during the Transformation Jetty Road Project.

S Smith joined the meeting at 6.15pm

A Fotopoulos joined the meeting at 6.24pm

6.1 Society Studio

Ms D Vassallo, Society Studio presented an overview of the 'Market Impact' planning sessions to be scheduled with each of the respective committee members, with findings used to inform the development of the Jetty Road Marketing Plan.

Item 6.2 on the Agenda was considered after Item 5, as per leave of the meeting granted.

6.3 Transforming Jetty Road Project Update

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

7. QUESTIONS BY MEMBERS

7.1 Without Notice: Nil

7.2 On Notice

7.2.1 Jetty Road Advertising Campaigns – Committee Member Mr R Shipway (Report No: 253/25)

Committee Member, R Shipway asked the following question:

Seeking information and updates on the following Jetty Road advertising campaigns:

Active radio campaign:

- ***Progress report***
- ***Confirmation of the end date***
- ***Is it worth continuing and change messaging***

Digital advertising activity

- ***Is there digital advertising live for Jetty Road?***
- ***Provide Spendmapp data to show highest value postcodes and most frequently visited postcodes. If yes, can advertising target these postcodes with specific messages to shop local on Jetty Road***

Background

In June 2025 the JRMC requested a radio campaign to be implemented for a Jetty Road Glenelg precinct winter visitation campaign to provide promotion in the off-peak season until the marketing consultancy was contracted in August 2025. Quotes from three radio stations were sought with SAFM/Triple M the successful proponent.

Answer — General Manager Community & Business

The winter visitation radio campaign began on 16 June 2025 and will continue through to 28 August 2025. Southern Cross Austereo (SCA), encompassing the LISTNR digital platform, SAFM, and TRIPLE M stations, will provide a comprehensive report following the conclusion of the campaign. The campaign encompasses a suite of deliverables that includes pre-recorded commercials, sponsored airtime during key dayparts such as drive-home, school pickup times, and weekends, as well as live reads in both breakfast and drive-time segments, complemented by targeted digital audio campaigns across LISTNR's streaming channels and podcasts.

In total, there are 2,012 campaign spots, which do not include digital impressions that are separately estimated. The LISTNR platform - including live radio, music streaming, and podcast listeners- is projected to reach around 100,000 individuals. Meanwhile, on SAFM and TRIPLE MMM, the message is expected to reach approximately 715,600 people, each hearing it an average of 11.5 times throughout the campaign period. Additionally, there are an estimated 120,000 targeted digital audio impressions

Marketing consultancy Society Studio will review the campaign's effectiveness and determine whether to recommend an additional burst or follow-up activity, integrating this into the broader promotional calendar.

Society Studio will be provided with any available postcode data required to enable the development of the JRMC's marketing and promotional plan.

7.2.2 Jetty Road Precinct Signage – Committee Member R Shipway (Report No: 254/25)

Committee Member, R Shipway asked the following question:

Seeking information and updates on precinct signage that is directional but aesthetically pleasing and about “building a better...” style messaging

Background

On 4 August 2025 the Transforming Jetty Road project commenced in the coastal and transition zones subsequent to the completion of construction in the city zone.

Answer – Manager City Activation

Following the establishment of the construction compound and confirmation of Department of Infrastructure and Transport’s (DIT) signage provision the first phase of signage for the Transforming Jetty Road project has been developed. This consists of directional signage at the replacement bus stops at Wigley Reserve guiding patrons to Jetty Road via Moseley Square or Sussex Street as well as footpath decals along these routes. Installation was completed on 8 August.

Open for business signage was installed throughout the precinct along construction fence line and light poles in the precinct including along the Esplanade coast path, from Glenelg to Kingstone Park. Clear pedestrian crossing signage has been affixed at pedestrian intersections to clearly delineate where safe crossings across Jetty Road are located.

The amount, type and messaging of signs will be reviewed regularly to ensure the most appropriate signage is in place to assist businesses and visitors to the precinct.

Refer Attachments 1 & 2

7.2.3 Jetty Road Trader Parking – Committee Chair G Martin (Report No: 255/25)

Committee Chair, G Martin asked the following question:

With the Transforming Jetty Road construction underway and Elizabeth Street carpark being used for construction staff, what parking is available for Jetty Road Trader parking closer to Moseley Square

Background

During the city zone construction, Jetty Road Traders were offered free parking at Partridge Street carpark. Changes to the streetscape around the transition and coast zones have removed parking for construction,

concerns raised regarding where the Traders will park closer to Moseley Square.

Answer – General Manager Community and Business

Free car parking passes for the top level of the Partridge Street carpark (eastern side) will soon be made available to businesses in the Coast and Transition zones. The passes will be valid through to end January 2026. Information was circulated to Jetty Road Traders on 31 July 2025 requesting businesses register their interest to receive parking passes, via email transformingjettyroad@holdfast.sa.gov.au website before Friday 8 August 2025.

Nearby off-street (timed and untimed) parking options are available on High Street, Augusta Street and ANZAC Highway (centre island).

8. REPORTS/ITEMS OF BUSINESS

8.1 Items in Brief (Report No: 256/25)

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. Celebrate Holdfast Shop Local program

Moved A Warren, Seconded T Beatrice **Carried**

8.2 Monthly Finance Report (Report No: 257/25)

This report provides an update on the Jetty Road Mainstreet income and expenditure as of 30 June 2025.

Motion

That the Jetty Road Mainstreet Committee notes this report.

Moved A Warren, Seconded T Beatrice **Carried**

8.3 Jetty Road Events Update

(Report No: 258/25)

The Jetty Road Mainstreet Committee (JRMCI), 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 Council's endorsed events program and budget, along with information about upcoming events.

Motion

That the Jetty Road Mainstreet Committee:

1. approves to co-fund the Sea to Shore seafood festival for its recommended postponed date; and
2. notes the remainder of the report.

Variation

The Mover Member T Beatrice and Seconder Member S Mills agreed to the amendment proposed by Member A Warren for Administration, once the program has been drafted, for it to be presented to the committee at the October meeting; and to be added Item number 8.3 (Report No: 258/25).

Amendment

That the Jetty Road Mainstreet Committee:

1. approves to co-fund the Sea to Shore seafood festival for its recommended postponed date and once the program has been drafted to then be presented to the committee at the October meeting; and
2. notes the remainder of the report.

Moved T Beatrice, Seconded S Mills

Carried

8.4 Winter Activation

(Report No: 259/25)

The Jetty Road Mainstreet Committee (JRMCI), 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.

Motion

That the Jetty Road Mainstreet Committee:

1. **endorses Option A (Winter Activation Series x 6) as outlined in this report and authorises administration and ForMile Events to progress detailed planning, permits and trader engagement; and**
2. **that the Committee notes 10% of the total program budget should be retained to respond to contingency scenarios.**

Moved J Theodorakakos, Seconded T Beatrice

Carried

8.5 **Marketing Report** (Report No: 260/25)

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

Motion

That the Jetty Road Mainstreet Committee notes this report.

Moved T Beatrice, Seconded M Gilligan

Carried

8.6 **Gift Card Update** (Report No: 261/25)

This report provides an update on the effectiveness on the Jetty Road gift card initiative 'Why Leave Town' undertaken by the Jetty Road Mainstreet Committee aligned to the 2024-25 Marketing Plan.

Motion

That the Jetty Road Mainstreet Committee recommends:

1. **advising the proprietors of the gift card program that the contract will not be renewed; and**
2. **that the Jetty Road Mainstreet Committee marketing consultancy investigates alternative initiatives.**

Lost

8.7 **Request for Co-funding – Micro Grants Program** (Report No: 260/25)

The purpose of the report is to seek co-funding from the Jetty Road Mainstreet Committee (JPMC) to match \$20,000 in Council funding, to enable the continuation of the existing Micro Grants Program.

Motion

That the Jetty Road Mainstreet Committee commits \$20,000 in funds in the 2025/26 budget to co-fund the Micro Grant Program with the City of Holdfast Bay.

Variation

The Mover Member S Mills and Seconded Member T Beatrice agreed to the amendment proposed by Member A Warren for the Committee to increase its funding from \$20,000 to \$26,500 and that businesses can apply for up to \$2,500 to be added Item number 8.7 (Report No: 260/25).

Amendment

That the Jetty Road Mainstreet Committee:

1. commits \$26,500 in funds in the 2025/26 budget to co-fund the Micro Grant Program with the City of Holdfast Bay; and
2. Jetty Road Businesses can apply for funding up to \$2,500 per initiative.

Moved S Mills, Seconded A Warren

Carried

9. URGENT BUSINESS – SUBJECT TO THE LEAVE OF THE MEETING

9.1 Nil

10. DATE AND TIME OF NEXT MEETING

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday, 3 September 2025 to commence at 6.00pm in the Mayor's Parlour Glenelg Town Hall.

11. CLOSURE

The Meeting closed at 9.02pm.

CONFIRMED Wednesday 3 September 2025