



Minutes of the Jetty Road Mainstreet Committee Held in the Mayor's Parlour, Glenelg Town Hall on Wednesday 4 June 2025 at 7.00pm

ELECTED MEMBERS PRESENT

Mayor Amanda Wilson
Councillor A Kane

COMMITTEE REPRESENTATIVES PRESENT

Attitudes Boutique, Ms G Martin
Beach Burrito, Mr A Warren
The Colley Hotel, Ms K Bailey
Cibo Espresso, Mr T Beatrice
RD Jones Group, Mr R Shipway
Theodorakakos Property Group, Mr J Theodorakakos
Yo-Chi, Ms B Millard
Ikos Holding Trust, Mr A Fotopoulos
Independent Member, Ms S Mills
Independent Member, Mr S Smith

STAFF IN ATTENDANCE

Chief Executive Officer, Ms P Jackson
General Manager, Community and Business, Ms M Lock
Manager, City Activation, Ms N Reynolds (via virtual connection)
Business Development Partner, Ms V Miller

1. OPENING

The Chair, Ms G Martin declared the meeting open at 7.12pm

2. KAURNA ACKNOWLEDGEMENT

With the opening of the meeting the Chair, Ms 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: Mr M Gilligan, Councillor 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 7 May 2025 to be taken as read and confirmed.

Moved T Beatrice, Seconded S Mills

Carried

6. QUESTIONS BY MEMBERS

6.1 **Without Notice:** Nil

6.2 With Notice:

6.2.1 Partridge Street Carpark Usage Report

(Report No: 160/25)

Jetty Road Mainstreet Committee Chair, G Martin asked the following question:

“A usage report over the last 12 months and uptake by traders in the city end during construction”

Background

Free parking in the Partridge Street car park was offered to traders affected by construction at the city end.

Answer - Manager, Community Safety

Free parking

A total of 80 free parking permits were issued to traders. Of these, 37 were used during the two-month period, with an average of 11 uses per permit.

Usage varied significantly with some traders having used their permit just once a month, while others used it almost daily.

See below for a table on usage of the free parking permits per month using February and March 2025 data.

Free parking permit use for 1 February 2025 – 31 March 2025

<i>Permit Number</i>	<i>Usage from 1/2/25-31/3/25</i>
138	1
139	9
142	25
144	3
149	7
150	8
153	2
161	4
164	1
174	19
175	21
176	10
178	4

180	1
181	14
183	18
184	1
209	16
213	3
217	15
218	19
220	3
222	24
225	21
226	24
227	16
228	3
229	8
230	31
231	30
232	16
233	4
234	6
236	4
237	27
241	7
37 permits used	Average use - 11 days

Partridge Street Parking Annual Summary

Below is a summary of car park use over the last 12 months. The vehicle numbers include both East and West carpark.

Partridge Street Parking from April 2024 – March 2025

<i>Month</i>	<i>Number of vehicles</i>
April 2024	23,151
May 2024	18,521
June 2024	23,645
July 2024	20,486
August 2024	21,257
September 2024	18,297
October 2024	19,453

November 2024	22,488
December 2024	25,504
January 2025	23,645
February 2025	22,507
March 2025	23,151

6.2.2 Community Safety Officer Beach Patrol Extension (Report No: 162/25)

Committee Chair, G Martin asked the following question:

“Seeking an update from the Community Safety Officer’s progress of the extended beach patrol”

Background

An update following the additional support provided by the Community Safety Officer (Liaison Officer) to provide extended beach patrols to Jetty Road, Glenelg.

Answer - Manager, Community Safety

In addition to monitoring dog-leash compliance on beaches, officers undertook patrols down the main street precincts of Glenelg and Brighton at the beginning of each beach patrol shift, looking for:

- rough sleepers
- items such as trolleys, or items belonging to people sleeping rough in public places
- people begging
- drunk or other disorderly behaviour, and
- any matters indicative of crime risks.

Council officers also undertook extra drive-bys around community centres and surrounding areas.

Due to the presence of SA Police (SAPOL) officers as part of Operation Jericho, a Western District Operation, focused on behavioural offending around licenced premises in Glenelg and along the foreshore, anti-social behaviour was reduced.

There was also a reduction in the numbers of people sleeping rough through this period. Those known to officers as regular homeless residents in the area do not leave possessions in public places and are generally orderly. While major interventions were not frequently required in relation to people experiencing homelessness, Council officers connected a small number of individuals to relevant support services.

Monthly coordination meetings were held throughout the patrol period with strong and consistent attendance. Participating stakeholders included:

- Library staff
- Community Wellbeing staff
- Jetty Road Mainstreet representatives
- SAPOL
- Sonder
- Department of Human Services, particularly for remote visitors

The above stakeholders meet on a monthly basis, which is well attended resulting in valuable information sharing. The meetings are currently continuing.

Lessons learned

Should patrols be extended in 2025, the following additional actions are proposed, based on experiences during the 2024-25 period:

- monthly coordination meetings to continue, as these provide invaluable information sharing and an informal opportunity to collaboratively solve problems arising, in a coordinated manner; and
- Officers will proactively connect with businesses who have previously raised complaints, checking in more frequently and gather more insights into their past and current experiences.

6.2.3 Draft Annual Business Plan update relevant to Jetty Road Mainstreet Committee and/or Transforming Jetty Road (Report No: 163/25)

Committee Member, Ms S Mills asked the following question:

“Seeking an update of the relevant matters for the Jetty Road Mainstreet Committee on the Draft Annual Business Plan associated with JRMCA and/or Transforming Jetty Road. This includes the timings and delivery method in relation to the consultation.”

Background

Upon reading the Audit and Risk Report, published via the Audit and Risk Committee meeting on 14 May 2025, stating the Draft Annual Business Plan's consultation is to commence on 28 May 2025. As such requesting Council Administration provides an overview of the relevant matters associated with the Jetty Road Mainstreet Committee and/or Transforming Jetty Road project and associated council actions.

Answer - Strategy and Governance

The draft Annual Business Plan was published in the 27 May 2025 Council report [Council-Agenda-and-Reports-27-May-2025.pdf](#) , page 57 with community engagement commenced Wednesday 28 May 2025.

Feedback on the Annual Business Plan and Long-Term Financial Plan must be received by 5pm, Friday 20 June 2025 via the following methods:

- Online - yourholdfast.com/ABP25-26
- Email - abp@holdfast.sa.gov.au
- In writing - Draft Annual Business Plan, PO Box 19, Brighton SA 5048
- In person at the:
 - Brighton Civic Centre, 24 Jetty Road, Brighton
 - Glenelg Library, 2 Colley Terrace, Glenelg
 - Brighton Library, 20 Jetty Road, Brighton
 - By phone - 8229 9999 during office hours
 - Making a deputation - Make a deputation to Council at its meeting on Tuesday, 10 June 2025.

In addition, this year introduces two new methodologies:

- Letterbox distribution - A DRAFT ABP Summary leaflet will be distributed via letterbox drop across all households of Holdfast Bay
- Drop in sessions at Glenelg North, Hove and Seacliff -This engagement methodology provides multiple opportunities for stakeholders to meet face to face with staff. Stakeholders can ask questions and seek clarification on matters of interest. They can also contribute feedback directly at these sessions.

The proposed rate increase of 4.95% comprises of:

- 2.5% (which aligns with Adelaide CPI at December 2024) to allow Council to deliver on its current program of services, renewal works and community activities and events
- 2.3% for Transforming Jetty Road, Glenelg (year 2 of 3)
- 0.15% to fund and deliver up to six community projects.

The Jetty Road Mainstreet Separate Rate is applied to properties within the Jetty Road Mainstreet precinct to promote and enhance business viability and trade. Revenue from this separate rate is expected to raise \$724,790 in 2025–26, representing an increase of 2.5% on the rate levied in 2024–25.

The Transforming Jetty Road Coast and Transition Zone draft concept design community engagement concluded 5pm 16 April 2025, with the Section 32 Road Traffic Act 1961 engagement remaining open until the Council meets to decide on the concepts. The timing of the council meeting has not yet been determined and or scheduled.

6.2.4 Progress update of the Jetty Road Mainstreet

Coordinator (or similar) position

(Report No: 164/25)

Jetty Road Mainstreet Committee Member, Ms S Mills asked the following question:

“Seeking an update on the progress of the Jetty Road Mainstreet Coordinator (or similar) position.”

Background

Following the recent budget workshop held 16 April 2025, I am seeking a status update on how this is progressing

Answer - General Manager, Community and Business

The Jetty Road Mainstreet Coordinator role has been vacant since 20 December 2024. The Business Development Partner has been overseeing the role in the interim as a planned approach occurs to fulfill the Jetty Road Mainstreet Committee’s expectations of this role. The vacancy provided an opportunity to review the functionality of the role against best practice models from similar precincts nationally to ensure the position can best meet the needs of the precinct during this transformational period. Businesses have been supported in the interim with additional assistance and mentoring from Southern Business Mentoring program.

Following the budget workshop held on 16 April 2025, the Jetty Road Mainstreet Committee agreed to outsource marketing to a consultancy. A request for expressions of interest has been released with responses due by 30 May 2025 COB. It has not yet been determined how other aspects of the role, including governance and business support, will be managed at this stage.

7. PRESENTATIONS:

7.1 Tram Grade Separation Project Alliance

Members of the Tram Grade Separation Project Alliance introduced the project team, providing an overview of the construction activity, timing and answered questions about the project.

7.2 Adelaide Economic Development Agency (AEDA) Summit

Mr S Smith, Jetty Road Mainstreet Committee Member provided an update following attendance at the AEDA Summit.

7.3 Transforming Jetty Road Entrance Statement

Motion – Exclusion of the public -Section 90(3)(d) Order

1. That pursuant to Section 90(2) of the Local Government Act 1999 Jetty Road Mainstreet Committee hereby orders that the public be excluded from attendance at this meeting with the exception of the Chief Executive Officer and Staff in attendance at the meeting in order to the Transforming Jetty Road Entrance Statement Presentation in confidence.
2. That in accordance with Section 90(3) of the Local Government Act 1999 Jetty Road Mainstreet Committee is satisfied that it is necessary that the public be excluded to consider the information contained in the Transforming Jetty Road Entrance Statement Presentation on the following grounds:
 - k. pursuant to section 90(3)(k) of the Act, the information to be received, discussed or considered in relation to the presentation and discussion are tenders for the: supply of goods, and the provision of services, and the carrying out of works, in the delivery of the entrance statement.
3. The Jetty Road Mainstreet Committee is satisfied, the principle that the meeting be conducted in a place open to the public, has been outweighed by the need to keep the information or discussion confidential.

Moved A Fotopoulos, Seconded T Beatrice

Carried

Ms M Lock presented the timing of the installation and associated communications for the Entrance Statement

RETAIN IN CONFIDENCE – Section 91(7) Order

1. That having considered in the Transforming Jetty Road Entrance Statement Presentation confidence under section 90(2) and (3)(k) of the Local Government Act 1999, the Jetty Road Mainstreet Committee, pursuant to section 91(7) of that Act orders that the presentation be retained in confidence until the Chief Executive Officer authorises the release of the documents.

This order is subject to section 91(8)(b) of the Act which provides that details of the identity of the successful tenderer must be released once Council has made a selection. In addition, section 91(8)(ba) of the Act requires details of the amount(s) payable by the Council under a contract for the provision of cleaning services must be released once the contract has been entered into by all concerned parties.

Moved A Warren, Second A Fotopoulos

Carried

8. REPORTS/ITEMS OF BUSINESS:

- 8.1 **Monthly Finance Report** (Report No: 157/25)

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

Motion

That the Jetty Road Mainstreet Committee notes this report.

Moved A Warren, Seconded S Smith

Carried

- 8.2 **Jetty Road Events Update** (Report No: 158/25)

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 recent and upcoming events.

Motion

That the Jetty Road Mainstreet Committee notes this report.

Moved J Theodorakakos,, Seconded R Shipway

Carried

8.3 Marketing Update

(Report No: 159/25)

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 A Fotopoulos, Seconded T Beatrice

Carried

Leave of the meeting

The Chair sought leave of the meeting to propose that Confidential Agenda Item 9.1 Forward Planning Jetty Road Mainstreet Committee to be considered after item 8.3.

Leave of the meeting was granted.

9.1 Forward Planning Jetty Road Mainstreet Committee

Motion – Exclusion of the public -Section 90(3)(d) Order

1. That pursuant to Section 90(2) of the Local Government Act 1999 Jetty Road Mainstreet Committee hereby orders that the public be excluded from attendance at this meeting with the exception of the Chief Executive Officer and Staff in attendance at the meeting in order to the Forward Planning Jetty Road Mainstreet Committee Workshop in confidence.
2. That in accordance with Section 90(3) of the Local Government Act 1999 Jetty Road Mainstreet Committee is satisfied that it is necessary that the public be excluded to consider the information contained in the Forward Planning Jetty Road Mainstreet Committee Workshop on the following grounds:
 - k. pursuant to section 90(3)(k) of the Act, the information to be received, discussed or considered in relation to the presentation and discussion are tenders for the: supply of goods, and the provision of services, and the carrying out of works, in the delivery of the entrance statement.
3. The Jetty Road Mainstreet Committee is satisfied, the principle that the meeting be conducted in a place open to the public, has been outweighed by the need to keep the information or discussion confidential.

Moved K Bailey, Seconded T Beatrice

Carried

Chief Executive Officer, Ms P Jackson, facilitated a workshop on the Jetty Road Mainstreet Committee forward planning of activities.

8.4 **Future Support Model**

(Report No: 165/25)

Following the Jetty Road Development Coordinator position becoming vacant in mid-December 2024, a review was initiated by the Jetty Road Mainstreet Committee to assess the function and effectiveness of the current model and investigate other methods of resource delivery, aligned with the Terms of Reference.

Motion

That the Jetty Road Mainstreet Committee:

1. **adopts an outsourcing model of service provision for the provision of marketing, promotions and social media, to support JRMC key deliverables;**
2. **Council Administration prepare a draft Service Level Agreement for the oversight of contracts and communications/engagement with traders on behalf of the JRMC, to be tabled at the meeting of 2 July 2025; and**
3. **the provision of governance and administration support to be provided by Council Administration.**

J Theodorakakos left the meeting at 10.11pm

Moved R Shipway Seconded S Smith

Carried

9. **CONFIDENTIAL ITEM**

Item 9.1 Future Planning Jetty Road Mainstreet Committee was considered after Item 8.3 as per leave of the meeting granted.



10. DATE AND TIME OF NEXT MEETING

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 2 July 2025 to commence at 6.00pm in the Mayor's Parlour Glenelg Town Hall.

11. CLOSURE

The meeting closed at 10.15pm.

CONFIRMED 2 July 2025

CHAIR