

# Agenda

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**

7 August 2024 at 6pm



**Pamela Jackson**  
Acting Chief Executive Officer



**1. Opening**

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

**2. Kurna 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 3 July 2024 be taken as read and confirmed.**

**6. Questions by Members**

6.1 **Without Notice**

6.2 **On Notice** Nil

**7. Presentations**

7.1 Transforming Jetty Road Project Update

Ms M Lock, General Manager Community and Business will provide an update on the Transforming Jetty Road Project.



7.2 Community Safety

Ms M Lock, General Manager Community and Business will provide an update on a trial program for improving community safety.

8. Reports By Officers

- 8.1 Jetty Road Events Report (Report No: 260/24)
- 8.2 Marketing Update (Report No: 261/24)
- 8.3 Monthly Finance Report (Report No: 262/24)

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 4 September 2024 in the Mayor’s Parlour – Glenelg Town Hall, Moseley Square, Glenelg.

11. Closure

**Pamela Jackson**  
Acting Chief Executive Officer



**Item No:** 8.1

**Subject:** JETTY ROAD EVENTS REPORT

---

## Summary

The Jetty Road Mainstreet Committee 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.

---

## Recommendation

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

---

## Background

The Jetty Road Mainstreet Committee 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 2024–25 financial year the Jetty Road Mainstreet Committee (JRMC) has allocated \$215,000 to support events, which has been assigned as follows:

### ***Co-funded with Council***

- \$75,000 – Winter Activation – Glenelg Winter Arts Festival
- \$50,000 – Spring Activation – Sea to Shore: Glenelg Seafood Festival
- \$50,000 – Summer Activation – Glenelg Ice Cream Festival

### ***JRMC Sponsored***

- \$25,000 – Glenelg Christmas Pageant (event run by Council)
- \$15,000 – provisional sum to support event opportunities through the year

### ***Glenelg Winter Arts Festival***

Location: Colley Reserve, Glenelg

Date: 5 – 21 July 2024

Commencing in 2024, Council entered into a 3-year licence agreement with Gluttony Food & Wine Pty Ltd to deliver the Glenelg Winter Arts Festival on Colley Reserve. The 2024 event has been successfully delivered. Key information from the event includes:

- The event bumped into Colley Reserve on 24 June 2024, was operational from 5 July – 21 July 2024 and completed its deinstallation on 26 July 2024.

- The event had a dedicated website, and the full program can be viewed at [www.glenelgwinterfestival.com](http://www.glenelgwinterfestival.com)
- 2 x Jetty Road Traders provided the food offering on site
- A post event survey will be undertaken by Gluttony to ticket holders who opted in to receive communications. This will also be sent to JRMC to complete
- A post event report will be submitted to Council and presented to JRMC in the coming months.

The Event Lead will provide an update at the meeting.

### ***Sea to Shore Glenelg Seafood Festival***

Location: Glenelg Foreshore

Date: 26 – 27 October 2024

Planning has commenced on the 2024 Sea to Shore event:

- The event has been extended to 2 days: Saturday 26 October 11am – 9pm and Sunday 27 October 11am – 8pm
- There will not be a street party for the 2024 event. Jetty Road traders will be engaged to host satellite events to be promoted through the event
- An ambassador has been engaged for the event and will curate the food offering
- Conversations have commenced with regional producers
- An EOI for the Bar offering went out to Jetty Road Traders and other City of Holdfast Bay businesses. The contract has been awarded.
- Long lead promotions will commence in early August

### ***Glenelg Christmas Pageant***

Location: Jetty Road and Colley Terrace, Glenelg

Date: 24 November 2024

Planning has commenced for the 2024 Glenelg Christmas Pageant. The 2024 Glenelg Christmas Pageant will again include:

- Broadcast of the Pageant on Channel 44
- Visit Santa at the Glenelg Town Hall and Christmas activities in Moseley Square
- Pageant organisers are working closely with the Transforming Jetty Road team
- Float registrations open early September

### ***Glenelg Ice Cream Festival***

Location: Jetty Road, Glenelg

Date: TBC

Initial planning has commenced for the 2025 Glenelg Ice Cream Festival. On 24 June 2024 it was announced that Glenelg will host the Santos Tour Down Under Hahn Men's Stage 4 start on Friday 24 January 2025. Historically, the Glenelg Ice Cream Festival would align with the race start as per previous years (noting that they are separate events).

The 2025 event will continue to build on the success of previous Glenelg Ice Cream Festivals.

The Event Lead will present further information regarding the timing of the Glenelg Ice Cream Festival at the meeting.

**Santos Tour Down Under**

Hahn Men's Stage 4: Glenelg to Victor Harbor  
24 January 2025

The Santos Tour Down Under is delivered by South Australian Tourism Commission with support from the City of Holdfast Bay. 2025 is the 25<sup>th</sup> anniversary of the Tour Down Under in South Australia.

**Other upcoming events**

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

- City to Bay Fun Run, 15 September 2024

**Budget**

Allocations for identified events are included in the 2024–25 JRMC budget.

**Life Cycle Costs**

Not applicable

**Strategic Plan**

Innovation: entrepreneurialism for lifelong growth, economic and social vibrancy

**Council Policy**

Not applicable

**Statutory Provisions**

Not applicable

---

**Written By:** Acting Event Lead

**General Manager:** Community and Business, Ms M Lock

**Item No:** 8.2

**Subject:** **MARKETING UPDATE**

---

## Summary

This report provides an update on the marketing initiatives undertaken by the Jetty Road Mainstreet Committee aligned to the 2023–24 Marketing Plan.

---

## Recommendation

**That the Jetty Road Mainstreet Committee notes this report and approves the 2024–25 Marketing Plan as tabled.**

---

## Background

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

## Report

### *Marketing Planning*

Throughout May and June, discussions were held with the Jetty Road Mainstreet Committee (JRMCC) regarding the 2024–25 budget allocation and marketing plan. Committee members were invited to share their ideas which were considered by the Jetty Road Development Coordinator. A draft Jetty Road Glenelg 2024–25 Marketing Plan was distributed electronically to Committee members on 2 August 2024 seeking final comments and feedback by close of business 6 August 2024. The final draft will be shared at the meeting scheduled 7 August 2024.

The Plan identifies the precinct target audience and initiatives to reach them across a variety of digital, print, broadcast and outdoor channels. The Plan will deliver an investment of \$267,069 into marketing with the following initiatives:

- Social Media
- Building customer loyalty
- Jetty Road LOCAL Magazine – Magazine review and implement agreed future direction
- Local campaign – focused on business identities and locals
- Print Media
- Outdoor Advertising
- Blogs + Consumer Newsletter
- Photoshoot and Videography
- Increased Digital advertising including review
- Template creation

- Website content creation, maintenance, improvements
- Marketing Contingency

**Glenelg Winter Arts Festival**

Gluttony were the lead marketing and promotion body for the Glenelg Winter Arts Festival. Jetty Road, Glenelg and the City of Holdfast Bay worked with the Gluttony team on complimentary marketing to further promote the Jetty Road, Glenelg Precinct.

The campaign included:

- Trader offers
- Dedicated social media campaign
- Advertising within Gluttony platforms and emails
- In precinct advertising on Event boxes in Moseley Square, Bouchee Walk, Chapel Plaza and Gluttony site
- Website campaign
- Ticket give-away social media competition (winner from the Riverland)





**Trader Networking Event and Landlord Lunch**

The Landlord Lunch was held at Molly's at the Colley Hotel with 22 people attending. The lunch was the start of more regular communication and updates with precinct Landlords.

The Jetty Road Trader Networking event was held on Wednesday 10 July 2024 at the Glenelg Winter Arts Festival. 75 traders attended with great feedback received and networking undertaken. Due to delivering the event under budget, consideration will be given to holding an additional event in summer.

**Consumer News**

- Friday 7 June 2024, promoting End of Financial Year Sales. It was emailed to 10,768 subscribers, with an open rate of 29.1% (3,100 opens and 199 clicks).

Due to a high number of fake accounts signing up for the Jetty Road newsletter through the Jetty Road website, a security measure will be put in place and the database cleansed.

**Trader News**

- Thursday 27 June 2024 was emailed to 413 recipients with a 46.9% open rate. The content focused on an invitation to the Jetty Road Networking Event.
- Monday 1 July 2024 (resent Wednesday 3 July) was emailed to 413 recipients with a 57% open rate. The content focused on the Annual Business Plan being endorsed, Trader Networking event and Santos Tour Down Under Stage 4 start in Glenelg.
- Wednesday 10 July 2024 (resent Thursday 11 July) was emailed to 411 recipients with a 66% open rate. The content focused on the Sea to Shore foreshore bar expression of interest, updating opening hours and being listed on the Australian Tourism Data Warehouse.
- Friday 19 July 2024 was emailed to 411 recipients with a 52% open rate. The content was a Transforming Jetty Road update with information on the City Zone and next steps.

**Website**

July 2023 – June 2024

- The website report indicates consistent traffic to the website with increases through summer and around specific campaigns and event times.
- Outside of events, new businesses (such as the Colley Hotel) are significant drivers of website traffic.
- What's on, news and parking are consistent landing pages which aligns with social media messaging and links back to the website.

*Refer Attachment 1*

### **Social Media**

Following the implementation of the Social Media Strategy, a new Social Media reporting dashboard has been developed with engagement KPIs aligned to the strategy. The report gives a snapshot across a 12-month period which allows trends to be identified and the information included can be changed as KPIs for the platforms evolve. The report allows notes to be added to identify significant events and campaigns. The Jetty Road Development Coordinator will talk to this report.

### **Budget**

The JRMC allocated \$282,445 towards implementing the 2023–24 Marketing Plan of which \$229,097 has been expended as of 30 June 2024 noting this figure is subject to change as final invoices are still to be received.

### **Life Cycle Costs**

Not applicable

### **Strategic Plan**

Innovation: entrepreneurialism  
Sustainability: resilience in our economy

### **Council Policy**

Not applicable

### **Statutory Provisions**

Not applicable

---

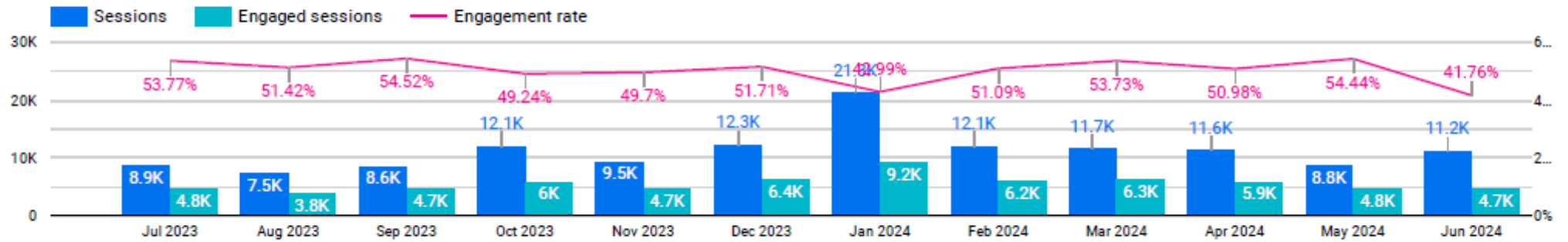
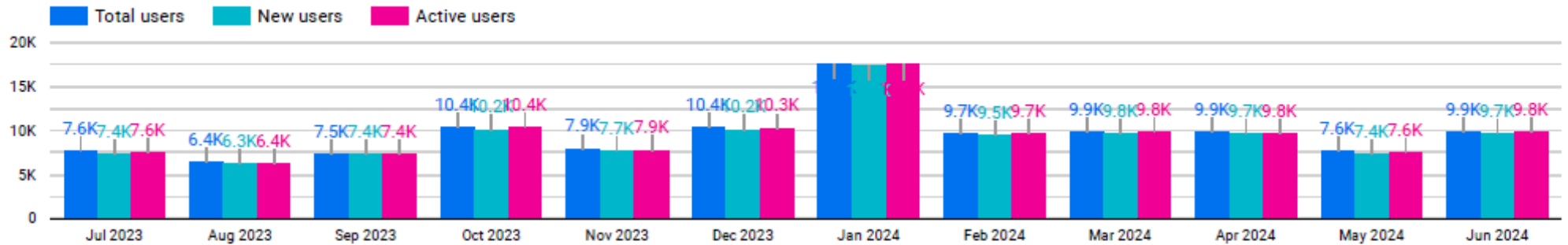
**Written By:** Jetty Road Development Coordinator

**General Manager:** Community and Business, Ms M Lock

# Attachment 1

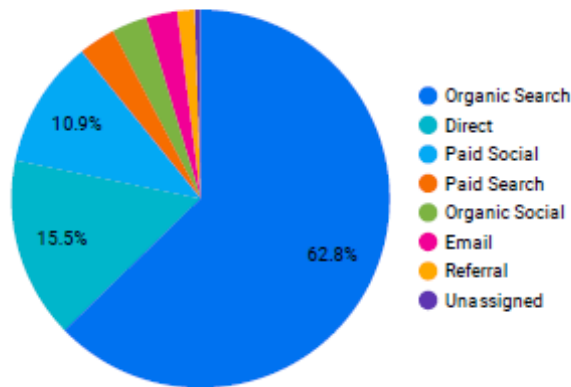
**Website Overview**

A high level overview of the Jetty Road, Glenelg website.

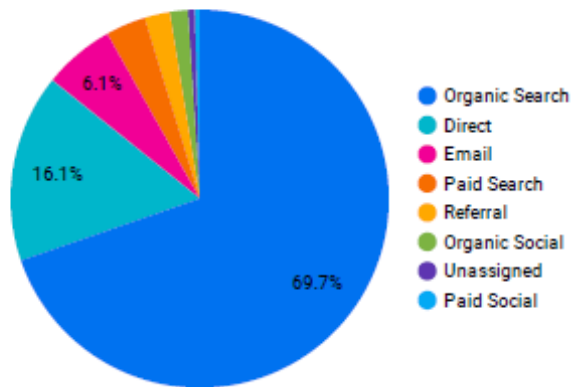




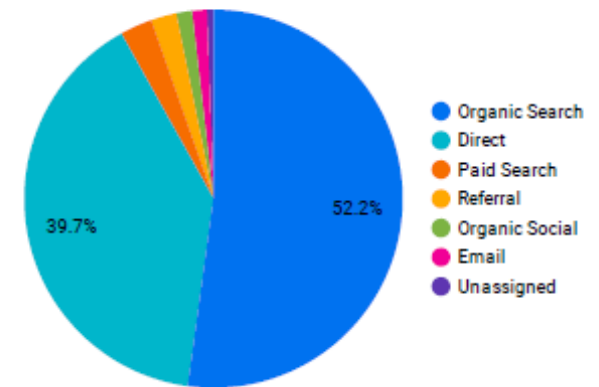
Where traffic coming from // -3 months



Where traffic coming from // -2 months



Where traffic coming from // last month



Top 10 pages // -3 months

| Landing page                            | Active users | Engaged sessions |
|---|--------------|------------------|
| /whats-on                               | 1.3K         | 924              |
| /news/play-on-at-jetty-rd-glenelg       | 1.1K         | 75               |
| /                                       | 930          | 683              |
| /stores-services/colley-hotel           | 417          | 326              |
| /news/chalkers-eight-ball               | 388          | 303              |
| /whats-on/sand-sculpture-competition    | 360          | 266              |
| /stores-services/restaurants-cafes-bars | 313          | 237              |
| (not set)                               | 296          | 10               |
| /visit/parking                          | 260          | 190              |
| /directory/stores-services              | 245          | 209              |

Top 10 pages // -2 months

| Landing page                               | Active users | Engaged sessions |
|--|--------------|------------------|
| /  | 1.1K         | 571              |
| /stores-services/colley-hotel              | 811          | 604              |
| /whats-on                                  | 458          | 332              |
| /news/a-new-era-of-luxury                  | 384          | 304              |
| /news/chalkers-eight-ball                  | 364          | 245              |
| /stores-services/restaurants-cafes-bars    | 264          | 222              |
| /stores-services/jetty-road-tattoo-stud... | 247          | 162              |
| /visit/parking                             | 229          | 160              |
| (not set)                                  | 210          | 8                |
| /news/introducing-jetty-road-glenelgs...   | 203          | 141              |

Top 10 pages // last month

| Landing page                            | Active users | Engaged sessions |
|---|--------------|------------------|
| /                                       | 1.9K         | 566              |
| /news                                   | 1.2K         | 7                |
| /stores-services/colley-hotel           | 797          | 585              |
| /whats-on                               | 666          | 427              |
| /news/chalkers-eight-ball               | 363          | 264              |
| /stores-services/restaurants-cafes-bars | 354          | 272              |
| /news/a-new-era-of-luxury               | 293          | 207              |
| /visit/parking                          | 197          | 121              |
| (not set)                               | 194          | 4                |
| /directory/stores-services              | 186          | 117              |

**Item No:** 8.3

**Subject:** MONTHLY FINANCE REPORT

---

## Summary

This report provides an update on the Jetty Road Mainstreet income and expenditure as at 30 June 2024.

---

## Recommendation

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

---

## Background

The Jetty Road Mainstreet Committee (JRMC) 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 the budget each month to ensure that all expenditure and income is within approved parameters.

## Report

The 2023–24 Jetty Road Mainstreet budget for the financial year has been delivered on track.

*Refer Attachment 1*

The 30 June 2023–24 Budget presented is reflective of invoices received to date and likely to change over the next couple of weeks as late supplier invoices come in which relate to 2023–24. An end of financial year report will be tabled with JRMC once all accounts have been finalised.

The Event Management budget line is \$23,388 underspent due to the trader networking occurring in July, late invoice for the landlord lunch as well as savings from other initiatives.

The Jetty Road gift card expense is offset by the income received.

Some initiatives were unable to be delivered within the financial year with a predicted carry forward of \$88,000. From this \$88,000 the following 2023–24 budgeted projects will be directly carried forward to be implemented in 2024–25:

- Project / Event Management - \$10,000 Trader Networking event held on 10 July 2024
- Retail Strategy - \$15,000 (to commence once the City of Holdfast Bay Economic Development Strategy is endorsed)
- Advertising - \$3,000 to be allocated with Credit Card reconciliations

- Promotional Items - \$15,000 winter campaign
- Public Relations - \$20,000 filming and add production as per previous discussion
- Summer Event - \$10,000 for Glenelg Ice Cream Festival

## **Budget**

Not applicable

## **Life Cycle Costs**

Not applicable

## **Strategic Plan**

Innovation: entrepreneurialism  
Sustainability: resilience in our economy

## **Council Policy**

Not applicable

## **Statutory Provisions**

Not applicable

---

**Written By:** Jetty Road Development Coordinator

**General Manager:** Community and Business, Ms M Lock

# Attachment 1



**INCOME & EXPENDITURE STATEMENT 30 JUNE 2024**

|                                | Annual Budget    | YTD Budget       | YTD Actuals     | Variance        | Variance notes  |
|--------------------------------|------------------|------------------|-----------------|-----------------|---|
| <b>Revenue</b>                 |                  |                  |                 |                 |   |
| General Rates Raised           | 660,245          | 660,245          | 660,238         | (7)             |   |
| Gift Card Income               | -                | -                | -               | -               |   |
| Other Income                   | 20,000           | 20,000           | 5,791           | (14,209)        |   |
|                                | <b>680,245</b>   | <b>680,245</b>   | <b>666,029</b>  | <b>(14,216)</b> |   |
| <b>Expenses</b>                |                  |                  |                 |                 |   |
| Employee Costs                 | 221,205          | 221,205          | 220,761         | 444             |   |
| Sponsorships                   | 45,000           | 45,000           | 40,595          | 4,405           |   |
| Event Management               | 28,500           | 28,500           | 5,112           | 23,388          | Underspend: Trader networking event held in July and outstanding landlord lunch costs   |
| Retail Strategy Implementation | 15,000           | 15,000           | -               | 15,000          | Underspend: A new JR Plan will be drafted following endorsement of the CoHB Economic Development Strategy. Project delayed to 2024-25 |
| Christmas Decorations          | -                | -                | -               | -               |   |
| Food & Drink                   | 2,500            | 2,500            | 4,342           | (1,842)         |   |
| Directory Board                | -                | -                | -               | -               |   |
| Donations                      | -                | -                | -               | -               |   |
| Lighting                       | 15,000           | 15,000           | 9,678           | 5,322           |   |
| COVID-19 Related Expenditure   | -                | -                | -               | -               |   |
| Gift Card Expenditure          | 3,000            | 3,000            | 6,210           | (3,210)         | Offset with income received   |
| Other Expenditure              | 3,000            | 3,000            | 2,447           | 553             |   |
| Professional Services          | 5,000            | 5,000            | 9,358           | (4,358)         | Overspend: Media Training undertaken by Chair and Vice Chair  |
| <b>Marketing</b>               |                  |                  |                 |                 |   |
| Signage                        | 12,000           | 12,000           | 12,000          | -               |   |
| Public Relations               | 80,000           | 80,000           | 52,128          | 27,872          | Underspend: Allocated to filming / ad production  |
| Publications                   | 60,000           | 60,000           | 65,018          | (5,018)         | Overspend: offset by advertising income still to be received  |
| Advertising                    | 43,000           | 43,000           | 26,541          | 16,459          | Underspend: Final reconciliations still to be done  |
| Promotions                     | 45,000           | 45,000           | 38,543          | 6,457           | Underspend: a Winter Campaign   |
| Marketing Contingency          | 42,445           | 42,445           | 34,867          | 7,578           |   |
| <b>Events and Activations</b>  | -                | -                | -               | -               |   |
| Pro Hustle Basketball          | -                | -                | -               | -               |   |
| <b>Co-funded Events</b>        |                  |                  |                 |                 |   |
| Winter Activation              | 75,000           | 75,000           | 75,000          | -               |   |
| Summer Activation              | 50,000           | 50,000           | 40,000          | 10,000          | Underspend: Allocated to 2025 event   |
| Seafood Festival               | 50,000           | 50,000           | 50,000          | -               |   |
| Spring Street Party            | -                | -                | -               | -               |   |
| March Activation               | -                | -                | -               | -               |   |
|                                | <b>795,650</b>   | <b>795,650</b>   | <b>692,600</b>  | <b>103,050</b>  |   |
| <b>Net Profit/(Loss)*</b>      | <b>(115,405)</b> | <b>(115,405)</b> | <b>(26,571)</b> | <b>88,834</b>   |   |

\*Annual Budget includes carry forward amount from 2022/23 of \$115,405

**INCOME & EXPENDITURE STATEMENT 30 JUNE 2024**

|                       |   | Annual Budget  | YTD Budget     | YTD Actuals    | Variance      | Variance notes   |
|-----------------------|---|----------------|----------------|----------------|---------------|--|
| <b>Marketing</b>      |   |                |                |                |               |  |
| Signage               | Tram Wrap & Out of precinct signage                                   | 12,000         | 12,000         | 12,000         | -             |  |
| Public Relations      | PR, Blogs and Consumer News, be Local Campaign, photoshoot            | 80,000         | 80,000         | 52,128         | 27,872        | Underspend: Allocated to filming / ad production             |
| Publications          | JR LOCAL Magazine   | 60,000         | 60,000         | 65,018         | (5,018)       | Overspend: offset by advertising income still to be received |
| Advertising           | Social Media advertsing, Website, Google Adwords, YouTube advertising | 43,000         | 43,000         | 26,541         | 16,459        | Underspend: Final reconciliations still to be done           |
| Promotions            | Shopping campaigns including Shopback and winter campaign             | 45,000         | 45,000         | 38,543         | 6,457         | Underspend: a Winter Campaign                                |
| Marketing Contingency | Marketing contingency including brand roll out                        | 42,445         | 42,445         | 34,867         | 7,578         |  |
|                       |   | <b>282,445</b> | <b>282,445</b> | <b>229,097</b> | <b>53,348</b> |  |
|                       |   |                |                |                |               |  |

\*Annual Budget includes carry forward amount from 2022/23 of \$115,405