

Agenda

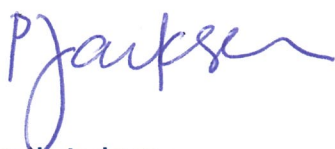
Jetty Road
Mainstreet
Committee

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

4 December 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 6 November 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 Pamela Jackson, Acting Chief Executive Officer will provide an update on the Transforming Jetty Road Project.



- 7.2 Ms Virginia Miller, Business Development Partner will provide an update on Transforming Jetty Road Project marketing and activation programming during city zone construction.

8. Reports By Officers

- 8.1 Jetty Road Events Update (Report No: 397/24)
- 8.2 Monthly Finance Report (Report No: 396/24)
- 8.3 Marketing Report (Report No: 398/24)

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 5 February 2025 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 UPDATE

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 (none yet allocated for 2024-25)

Glenelg Winter Arts Festival

Location: Colley Reserve, Glenelg

Date: 5 – 21 July 2024

Commencing in 2024, Council entered into a three-year license agreement with Gluttony Food and Wine Pty Ltd (Gluttony) to deliver the Glenelg Winter Arts Festival on Colley Reserve. Colley Reserve as the event location has presented some challenges, and Administration is working with Gluttony regarding a revised event concept which is currently in development. Gluttony in principle is committed to developing a sustainable festival concept for 2025 and beyond.

Sea to Shore, Glenelg Seafood Festival

Location: Glenelg Foreshore

Date: 26 – 27 October 2024

A summary of this event was tabled at the 6 November 2024 at the Jetty Road Mainstreet Committee meeting. A full report will be tabled at the February 2025 meeting.

Glenelg Christmas Pageant

Location: Jetty Road and Colley Terrace, Glenelg

Date: 24 November 2024

Favourable weather saw an estimated crowd of 33,000 enjoy a successful Glenelg Christmas Pageant which included the following associated activity in the Jetty Road Precinct:

- television broadcast of the pageant on Channel 44 (aired Sunday 1 December 2024);
- visit Santa at the Bay Discovery Centre, Glenelg Town Hall;
- Christmas activities in Moseley Square which included a Youth Maker Market;
- access and inclusion overlay to include a sensory zone held at the Glenelg Community Centre;
- Sunset Markets on Jimmy Melrose Park.

Key Highlights included:

- 70 Pageant floats
- eight local schools
- two kindergartens
- 10 bands
- 15 local floats (from within the City of Holdfast Bay)
- four Jetty Road businesses
- two Surf Lifesaving Clubs
- 17 performance groups (dance, calisthenics, performing arts, aerobics, gymnastics)
- 35 community groups
- 3,000 plus participants of which 1,900 were children aged 12 years or under
- estimated attendance of 33,000.

The Local

Location: Jimmy Melrose Park

Date: Saturday 30 November, 2pm – 9pm

The Local is a free, family-friendly live music event which showcases 100% South Australian talent. In response to feedback and observations from the 2023 event, this year the event will be unlicensed and unfenced to create a more open and welcoming atmosphere. With no vendors on site, patrons are encouraged to visit Jetty Road, Glenelg businesses to purchase takeaway food and non-alcoholic beverages to enjoy during the event.

New Year's Eve

Location: Glenelg Foreshore

Date: 31 December 2024, 6pm – 1am

Glenelg's New Year's Eve celebrations, which will be a family friendly, alcohol-free night of music (DJ sets) and fireworks (9:30pm and midnight) on the Glenelg Foreshore, is in the final stages of planning. Council received a \$50,000 grant from the South Australian Government to support public safety infrastructure associated with the event.

Glenelg Ice Cream Festival

Location: Jetty Road, Glenelg

Date: 23 January 2025

The 2025 event will continue to build on the success of previous Glenelg Ice Cream Festivals with the Thursday afternoon/evening timeslot offering overnight stay and engagement opportunities for attendees of Stage 4 of the Santos Tour Down Under.

An Expression of Interest (EOI) for vendor inclusion was released on 17 October 2024. At the time of writing this report, 12 external vendors have been confirmed and nine Jetty Road, Glenelg traders.

The popular fashion parade will return, and JW Beats will provide an evening chill-mix music in Moseley Square. Road closure plans are currently with South Australia Police (SAPOL) for approval. After a meeting with SAPOL, the agreed liquor licensing model for this event will be that individual businesses will apply for and be responsible for their individual short-term licences.

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 25th anniversary of the Tour Down Under in South Australia.

Other upcoming events

The following events are in Council's forward calendar for the Glenelg area in the coming months. The following is based on information provided by the organisers:

- Moseley Beach Club, from 2 December 2024
- Sunset Markets, 8 December 2024 and 19 January 2025
- SLLSA Glenelg Sprint Challenge (World Ocean Series Event), 20 and 21 December 2024
- Mort Daly Running Foundation Carnival, 15 December 2024
- Bay Sheffield, 28-29 December 2024
- All Holden Day, 19 January 2025
- Asia Street Food Festival, 13-16 February 2025

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: Event Lead

General Manager: Community and Business, Ms M Lock

Item No: 8.2

Subject: MONTHLY FINANCE REPORT

Summary

This report provides an update on the Jetty Road Mainstreet income and expenditure as at 31 October 2024.

Recommendation

That the Jetty Road Mainstreet Committee:

- 1. notes this report; and**
 - 2. reallocates \$10,000 from the Marketing Contingency budget to the promotions budget and allocate \$30,000 to supporting the Transforming Jetty Road Project, marketing and activation programming, during City Zone construction.**
-

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 2024-25 Jetty Road Mainstreet budget for October has been delivered on track.

Refer Attachment 1

The Budget variances are:

- **Signage:** Signage costs are currently under budget but will be realised in December for the light pole banners and February for the bus signage.
- **Public Relations:** Administration is currently working through the engagement of public relations services and will present this in a future report.

Re-allocation of funds

As part of the Transforming Jetty Road Project marketing plan, the opportunity to run additional marketing and activation programming has been identified. The marketing and activation will focus on the city end of Jetty Road through the duration of the Transforming Jetty Road Project works. A project brief will be circulated to the committee for consideration at this meeting.

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 31 OCTOBER 2024

	Annual Budget	YTD Budget	YTD Actuals	Variance	2022/23 Actuals	2023/24 Actuals
Revenue						
General Rates Raised	707,115	707,115	707,112	(3)	617,629	660,238
Other Income	20,000	8,609	813	(7,796)	18,064	5,791
	727,115	715,724	707,925	(7,799)	635,693	666,029
Expenses						
Employee Costs	230,053	70,692	72,147	(1,455)	178,067	220,761
Sponsorships	40,000	-	-	-	25,855	40,595
Event Management	57,000	7,500	5,417	2,083	24,943	5,112
Food & Drink	5,000	696	314	382	1,734	4,342
Lighting	5,000	-	-	-	4,742	10,533
Gift Card Expenditure	-	-	-	-	6,191	6,210
Other Expenditure	10,000	7,500	7,445	55	698	2,447
Marketing						
Social Media Management	-	-	-	-	47,258	9,358
Signage	60,000	3,750	-	3,750	27,500	12,000
Public Relations	58,000	5,000	2,915	2,085	22,096	52,528
Publications	50,000	-	-	-	77,724	65,018
Advertising	52,000	12,000	12,521	(521)	5,359	26,541
Promotions	40,000	-	-	-	35,566	38,543
Marketing Contingency	33,495	8,531	3,421	5,110	15,378	34,867
Co-funded Events						
Winter Activation	75,000	75,000	75,000	-	40,088	75,000
Summer Activation	50,000	-	-	-	50,000	40,000
Seafood Festival	50,000	50,000	50,000	-	-	50,000
Spring Street Party	-	-	-	-	50,000	-
	815,548	240,669	229,180	11,489	613,197	693,855
Net Profit/(Loss)*	(88,433)	475,055	478,745	3,690	22,496	(27,826)

*Annual Budget includes carry forward amount from 2023/24 of \$88,433

INCOME & EXPENDITURE STATEMENT 31 OCTOBER 2024

		Annual Budget	YTD Budget	YTD Actuals	Variance	2022/23 Actuals	2023/24 Actuals
Expenses							
Marketing						-	
Signage	Bus wraps, Holdfast Walk and light posts	60,000	3,750	-	3,750	27,500	12,000
Public Relations	PR, Blogs and Consumer News, Faces of Jetty Road, photoshoot	58,000	5,000	2,915	2,085	22,096	52,528
Publications	JR LOCAL Magazine	50,000	-	-	-	77,724	65,018
Advertising	Social Media advertsing, Website, Google Adwords, YouTube advertising	52,000	12,000	12,521	(521)	5,359	26,541
Promotions	Shopping campaigns including Jetty Road Gift Card	40,000	-	-	-	35,566	38,543
Marketing Contingency	Marketing contingency including brar	33,495	8,531	3,421	5,110	15,378	34,867
		293,495	29,281	18,857	10,424	183,622	229,497

Item No: 8.3

Subject: **MARKETING REPORT**

Summary

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

Recommendation

That the Jetty Road Mainstreet Committee notes this report.

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

Jetty Road LOCAL Magazine Summer edition

The Jetty Road LOCAL Magazine is a key initiative for the Jetty Road precinct. While the review is underway, the new summer edition has been completed. This edition moves slightly away from the Winter format with a stronger focus on the visitor market including features on:

- The new hotel on the corner of Jetty Road and Colley Terrace, The George, and businesses on the ground level.
- Summer entertaining
- Summer days
- Summer nights
- Getting to Jetty Road
- Summer of events

The magazine will be distributed throughout the CBD, Glenelg, inter-city suburbs and along the coast from Henley Beach to Seacliff. Additional copies will be provided to key accommodation providers including West Beach Parks, the Grand, Durham Serviced apartments and Brighton Beachfront Caravan Park.

Black Friday

At the time of writing this report, 25 businesses have signed up to participate in the Black Friday promotions. The campaign is to be launched on Monday 25 November 2024, with individual deals released Thursday 28 November 2024.

The campaign was promoted through:

- Jetty Road Website Blog;
- Consumer Newsletter; and
- Social Media

CityMag Advertorial

To promote the events through the summer season in Glenelg, a one-page advertorial was placed in the November edition of CityMag.

A 10,000-print run of this edition was distributed on 21 November 2024 to the Myer Centre Rundle Mall, art galleries, museums, coffee shops, pubs, cafes, clothing boutiques, businesses and gift shops located in the CBD and surrounds.



Christmas Campaign

To celebrate Christmas on Jetty Road, a *More to Love this Christmas* campaign has been rolled out on precinct assets which include bin corflutes, light post banners and digital signage. This campaign will be supported with Christmas blogs and social media promotion.



Light Pole Banners

The 42 Jetty Road light pole banners have been designed and gone into production. The installation will occur in December over 10 mornings



Consumer News

Consumer News was emailed to 10,969 subscribers on Tuesday 22 October 2024 promoting the Sea to Shore event, with an open rate of 26.5% (2,880 opens).

Trader News

The Jetty Road Trader newsletter has now been transferred to Monitor CRMS, which is Council’s key business database. This move ensures all communication with businesses by Jetty Road, Economic Development, Tourism and the Transforming Jetty Road Project team are through the same system with a central database.

- Jetty Road Trader Newsletter: on 18 November 2024 was emailed to 428 recipients with a 46.96% open rate. The content focused on the Glenelg Ice Cream Festival expression of interest, call for Black Friday offers, Jetty Road Glenelg dry area extension and the Glenelg Christmas Pageant.



Be part of the 2025 Glenelg Ice Cream Festival



Mark the date in your calendar – the award-winning Glenelg Ice Cream Festival is back on Thursday 23 January 2025.

Jetty Road, Glenelg will come alive with a classic street party to celebrate all things summer! The Glenelg Ice Cream Festival will bring together food and beverage, retail, music, activities, entertainment and of course lots of ice cream for locals and visitors alike.

Website

October 2024 Update

- The Sea to Shore event was the key driver of traffic to the Jetty Road website. This aligns with the key promotions which were run during this time.
- While the overall event was the most visited page, people were also interested in the different days and food and drink offerings.
- With a key event advertised through the Australian Tourism Data Warehouse on <https://www.southaustralia.com>, significant traffic came to the Jetty Road website highlighting the opportunity to work with the Tourism Commission and leverage their visitation.

Social Media

The Social Media report has been circulated to the JRMC and will be presented by the Jetty Road Development Coordinator at the meeting.

Transforming Jetty Road Project

To support traders during the Transforming Jetty Road Project (TJRP) and drive visitation to the precinct, a marketing plan has been proposed with a variety of identified elements. This program will complement the current Jetty Road Marketing plan with a focus on the City zone of the precinct during the 2024-25 financial year. The program is overlaid with the overall business support initiative implemented by Council. Initiatives include:

- Precinct ambassador
- Radio advertising
- Precinct advertising
- School holiday trail
- Dedicated content to drive city zone visitation

Budget

The JRMC has allocated \$293,495 towards implementing the 2024-25 Marketing Plan. Expenditure is currently on budget.

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