



Agenda

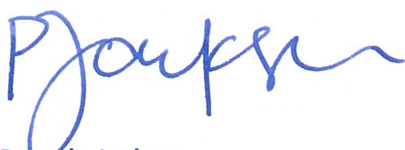
Jetty Road
Mainstreet
Committee

NOTICE OF MEETING

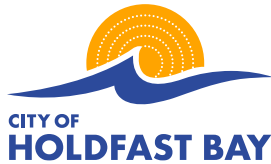
Notice is hereby given that a meeting of the
Jetty Road Mainstreet Committee will be held in the

Mayor's Parlour - Glenelg Town Hall
Moseley Square Glenelg

5 March 2025 at 6pm



Pamela Jackson
Chief Executive Officer



1. Opening

The Chairperson, Ms Gilia Martin will declare the meeting open at 6.00pm.

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 12 February 2025 be taken as read and confirmed.

6. Questions by Members

6.1 **Without Notice**

6.2 **On Notice**

7. Presentations

7.1 Intuito Market Research – Jetty Road LOCAL Magazine Review

Ms Jan Turbill, Managing Director, Intuito Market Research will provide a community and business review on the Jetty Road LOCAL Magazine.



8. Reports By Officers

- 8.1 Monthly Finance Report (Report No: 59/25)
- 8.2 Marketing Report (Report No: 60/25)
- 8.3 Jetty Road Events Update (Report No: 61/25)

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 9 April 2025 in the Mayor’s Parlour – Glenelg Town Hall, Moseley Square, Glenelg.

11. Closure

Pamela Jackson
Chief Executive Officer

Item No: 8.1

Subject: MONTHLY FINANCE REPORT

Summary

This report provides an update on the Jetty Road Mainstreet income and expenditure as at 31 January 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 businesses 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 January has been delivered on track.

Refer attachment 1

Budget variances are:

- Co-funded events: \$50,000 was committed to the 2025 Ice Cream Festival. This has been journalled to the Events budget to reconcile the event.
- Other variances are due to timing.

Budget

Not applicable

Life Cycle Costs

No applicable

Strategic Plan

Innovation: entrepreneurialism

Sustainability: resilience in our economy

Council Policy

Not applicable

Statutory Provisions

Not applicable

Written By: Business Development Partner

General Manager: Community and Business, Ms M Lock

Attachment 1

INCOME & EXPENDITURE STATEMENT 31 JANUARY 2025

	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	9,065	963	(8,102)	18,064	5,791
Gift Card Revenue	-	-	-	-	-	-
	727,115	716,180	708,075	(8,105)	635,693	666,029
Expenses						
Employee Costs	230,053	133,933	131,762	2,170	178,067	220,761
Sponsorships	25,000	25,000	25,000	-	25,855	40,595
Event Management	57,000	27,994	5,561	22,433	24,943	5,112
Food & Drink	5,000	2,477	1,656	821	1,734	4,342
Lighting	-	-	674	(674)	4,742	10,533
Gift Card Expenditure	-	-	-	-	6,191	6,210
Public Art Projects	15,000	-	-	-	6,191	6,210
Other Expenditure	5,000	2,500	2,806	(306)	698	2,447
Unallocated credit card expenditure	-	-	-	-	-	-
Marketing						
Social Media Management	10,000	5,000	1,668	3,332	47,258	9,358
Signage	60,000	22,500	11,644	10,856	27,500	12,000
Public Relations	58,000	27,000	7,778	19,222	22,096	52,528
Publications	50,000	25,000	26,487	(1,487)	77,724	65,018
Advertising	52,000	28,000	26,249	1,751	5,359	26,541
Promotions	40,000	20,000	11,590	8,410	35,566	38,543
Marketing Contingency	33,495	18,910	11,859	7,051	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	50,000	-	50,000	40,000
Seafood Festival	50,000	50,000	50,000	-	-	50,000
Spring Street Party	-	-	-	-	50,000	-
	815,548	513,314	439,736	73,578	619,388	700,065
Net Profit/(Loss)*	(88,433)	202,866	268,339	65,473	16,305	(34,036)

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

INCOME & EXPENDITURE STATEMENT 31 JANUARY 2025

Expenses		Annual Budget	YTD Budget	YTD Actuals	Variance	2022/23 Actuals	2023/24 Actuals
Marketing							
Social Media Management		10,000	5,000	1,668	3,332	47,258	9,358
Signage	Bus wraps, Holdfast Walk and light posts	60,000	22,500	11,644	10,856	27,500	12,000
Public Relations	PR, Blogs and Consumer News, Faces of Jetty Road, photoshoot	58,000	27,000	7,778	19,222	22,096	52,528
Publications	JR LOCAL Magazine	50,000	25,000	26,487	(1,487)	77,724	65,018
Advertising	Social Media advertsing, Website, Google Adwords, YouTube advertising	52,000	28,000	26,249	1,751	5,359	26,541
Promotions	Shopping campaigns including Jetty Road Gift Card	40,000	20,000	11,590	8,410	35,566	38,543
Marketing Contingency	Marketing contingency including brand roll out	33,495	18,910	11,859	7,051	15,378	34,867
		303,495	146,410	97,275	49,135	230,880	238,855

Item No: 8.2

Subject: **MARKETING REPORT**

Summary

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

Recommendation

That the Jetty Road Mainstreet Committee notes this report.

Background

Council Administration is responsible for implementing initiatives on behalf of the Jetty Road Mainstreet Committee (JRMC) aligned to the Marketing Plan.

Report

Jetty Road LOCAL Magazine

Intuito Market Research has now completed a review of the Jetty Road LOCAL magazine and will present the results at the 5 March 2025 Jetty Road Mainstreet Committee meeting.

The Summer edition has now been in circulation since mid-December 2024 until May 2025. The remainder of the magazines will be distributed to accommodation venues, caravan parks and Visitor Information centres in early March to align with the AFL Gather Round visitation.

The Winter edition is currently under development with advertising being sort. This edition will include the Winter Warmer vouchers and a focus on local finds, trends, laneways, loves and faces.

Consumer News

The Jetty Road consumer e-newsletter was emailed to 7,844 subscribers on Tuesday 11 February 2025 to promote Valentines Day offers, What's New in the Precinct, Faces of Jetty Road, what's on and parking options available to visitors.

Current contacts are up 8.2% with an increase to 8,735 subscribers during February. The February edition attracted 40.7% open rate, and January 2025, a 40.4% open rate.

Micro Business Grant

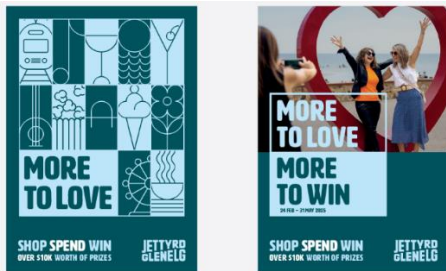
The Micro Business Grant was launched on 20 January 2025. The grant provides Jetty Road businesses up to \$500 for initiatives such as VIP nights, launch parties, menu reveals, new window displays and industry nights. As of 21 February 2025, six applications have been received and of the six, two are being assessed as Shopfront Grants rather than Micro Grants.

A further 11 applications are in the portal unsubmitted, and the Retail Specialist is assisting businesses with their application process.

More to Love – More to Win competition

The More to Love – More to Win precinct wide competition will commence on 31 March 2025 and conclude on 31 May 2025. Promotion will include counter cards and instore entry forms, digital and media advertising, light-pole, bin corflutes and social media. Prize value is currently \$12,000, with purchases of vouchers from businesses in the City Zone.

Consumers spending \$30 or more in any business with the Jetty Road precinct will have the chance to share in over \$10,000 worth of prizes. Prizes include, weekly draws worth \$500, mid-competition draw comprising a travel voucher and all eligible entrants will stay in the draw for the major prize draw of two e-bikes.



LIV Golf

The 2025 LIV Golf tournament took place at the Grange Golf Club from 14-16 February 2025.

To support the event free shuttle buses operated from Glenelg, with an information booth set up at the bus interchange featuring a DJ. At the time of this report the South Australian Tourism Commission were awaiting passenger numbers from Adelaide Metro, however they reported 415 scans of the QR code on signage in Glenelg, compared with 50 scans the previous year. A designated selfie spot in Moseley Square showcased Glenelg to a global audience, while the Bay Discovery Centre hosted a putting competition over a 10-day period, offering local prizes and a chance to attend LIV Golf. Approximately 350 people participated, with 85 people entering the competition.

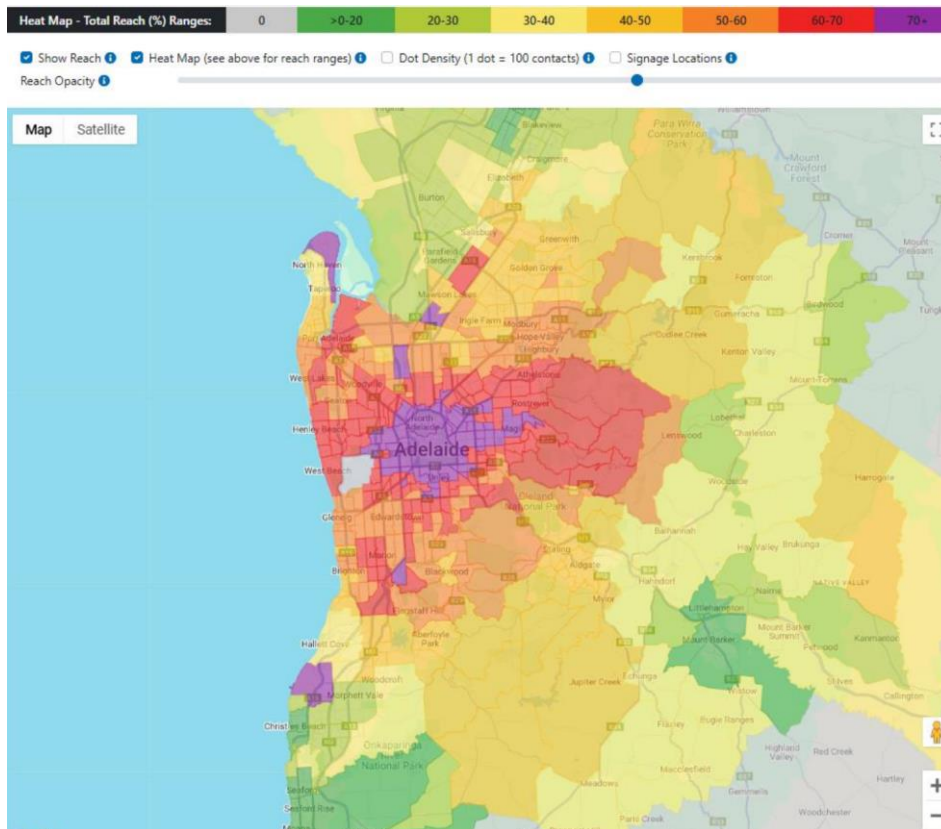
Additionally, the Western Adelaide Alliance (Adelaide Beaches) produced a four-page flyer, including a dedicated section highlighting Jetty Road businesses and attractions.



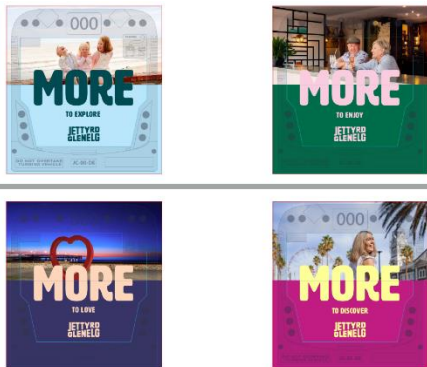
The tournament played a significant role in driving tourism and economic growth to South Australia, attracting over 100,000 visitors and contributing approximately \$80 million to South Australia's visitor economy. It was reported by local accommodation providers that occupancy was at full capacity within Glenelg due to the LIV Golf event.

Bus Advertising

The bus campaign commenced on 10 February 2025 and will be in circulation for a period of 26 weeks, during this period the estimated reach is 1,163,613 people. The below heat map indicates the concentration and density across Adelaide Metro bus routes.



The campaign features the new Jetty Road branding and will be in circulation to coincide with the More to Love – More to Win competition.



Retail Specialist

A Retail Specialist as part of the Southern Business Mentoring Program has been engaged to assist with promoting the Jetty Road initiatives and supporting businesses during the Transforming Jetty Road project. The initial focus has been on the City Zone businesses, a total of 71 businesses have been visited with some requiring repeat interactions. The Retail Specialist has focused on the following:

- More to Love – More to Win competition: Purchase of store vouchers valued at \$50 are being sourced from City Zone stores to be used as weekly competition prizes and promoting awareness of upcoming competition. A total of 30 vouchers have been collected at the time of this report, with two businesses increasing the voucher contribution.
- Micro Grants: Assessing and advising individual businesses on strategies to maximise returns via the grant funds.
- Shopfront Grants: In conjunction with the Micro Grants, promote the shopfront grants to improve the interface with Jetty Road.
- Gift Cards: Securing business participation before launching the Gift Card campaign once sufficient sign-ups are achieved. Currently, 22 businesses are signed to the program. For the program to be successful it is recommended at least 150 retail and hospitality businesses be engaged in the program.
- Southern Business Mentoring Program: Provide information on mentoring services available and assist businesses to identify their specific needs.
- Jetty Road LOCAL Magazine: Advertising space is currently being sort for the Winter edition. Interest in the Winter Warmer vouches has been high from businesses.

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: Business Development Partner

General Manager: Community and Business, Ms M Lock

Item No: 8.3

Subject: JETTY ROAD EVENTS UPDATE

Summary

The Jetty Road Mainstreet Committee (JRMCC), 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 (JRMCC), 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 (JRMCC) 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

JRMCC Sponsored

- \$25,000 – Glenelg Christmas Pageant (event run by Council)

Glenelg Ice Cream Festival

The 2025 Glenelg Ice Cream Festival returned to Jetty Road for a third summer on Thursday 23 January 2025, the night prior to the Men's Hahn Stage 4 of the 2025 Santos Tour Down Under Stage start on Friday morning. The event successfully focused on showcasing Glenelg as a destination, attracting 30,000 visitors from outside the city as well as strong representation from residents in attendance.

Results from the independent event survey, conducted by McGregor Tan Research, indicated 70% of all those surveyed specifically visited Glenelg to attend the Ice Cream Festival and 22% indicating they were residents. The event provided strong economic uplift, with those in attendance on average spending \$82.80. In addition, survey results indicate a stimulus in accommodation bookings, encouraging families to stay overnight with the average length of stay between four to five nights.

This year's event extended along selected side streets, an increase of street furniture, umbrellas for shade and a dedicated kids' zone on Nile Street. An Ice Cream Village at the eastern end of the event footprint included 13 external ice cream vendors, as well as increased participation from Jetty Road traders.

A post event survey invitation was sent to 330 traders to participate in a survey via the Jetty Road Newsletter on 11 February 2025. The survey was completed anonymously with responses received by only five Jetty Road traders, with three of the five traders indicating they would participate in the future.

The summarised key responses were:

- The schedule and program to be circulated earlier to traders
- Increase marketing and publicity for the event
- License the whole street, traders don't want a 'family friendly focus'
- Do not incorporate ice cream festival with the Tour Down Under event
- The Thursday didn't work, a Friday afternoon would be better
- Street is closed for too long
- Discussions with businesses regarding the event/trader's layout of activations, to ensure large gaps in the event design are considered.
- Good weather, crowd and smooth bump-in
- Utilise Moseley Square in a more meaningful way

Events Research

To ensure design and delivery can improve annually. Council commissioned McGregor Tan – Research, Strategy Solutions to undertake intercept surveys at both the Sea to Shore – Glenelg Seafood Festival and the Glenelg Ice Cream Festival events.

Key topline finding from these surveys included:

- A strong sentiment that events play a crucial role in bringing the community together and supporting local businesses
- 92% of attendees believed events enhance Glenelg's image as a seaside destination
- Overall satisfaction with both events was high
- A strong correlation with events attracting visitation
- Social media was the primary source of event awareness
- Both events had a positive economic impact, attracting visitors who would not have otherwise travelled to Glenelg, generating additional spending in the area
- Requirement for improvement in communications and marketing strategies

Refer attachment 1

Winter Activation

Planning continues for the 2025 Winter Activation with dates confirmed to be 2 July – 20 July 2025.

Other upcoming events

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

- Moseley Beach Club, until 13 April 2025
- Glenelg Sunset Markets, Jimmy Melrose Park, 9 March and 13 April 2025
- Accessible Beach Days, Glenelg Beach, 9 and 22 March 2025
- Brazilian Carnival Street Parade, Glenelg Beach 1 March 2025
- Monaro Display Day, Wigley Reserve, 16 March 2025
- Electric Island (Beach Concert) – Glenelg Beach, 12 April 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

Attachment 1



City of Holdfast Bay Overall Events Research

February 2025 | REF 12579

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Methodology

This research project was conducted by McGregor Tan from the 27th of October 2024 to the 28th of January 2025.



Background

The purpose of this research is to evaluate the impact of two key City of Holdfast Bay events—the Sea to Shore Seafood Festival and the Glenelg Ice Cream Festival—across personal, social, and economic criteria. Specifically, the research examines event attendance, awareness, motivations for attending, expenditure, and overall satisfaction.



Approach

Market research has been conducted in accordance with ISO 20252.

Across two events, a total of n=314 individuals were surveyed who had attended the event(s) at Glenelg.

The sample consisted of:

- Sea to Shore Festival (n=145)
- Glenelg Ice Cream Festival (n=169)



Standards

Market research has been conducted in accordance with ISO 20252.

McGregor Tan is accredited to the highest professional industry standards (ISO 20252:2019 Market, Opinion and Social Research) for the full scope of research and strategy services including customised research for consumer, social and commercial studies, as recognised by the Research Society.



Guide to reading the report

Relevant statistically significant findings as well as other observations of interest are analysed in this report.

Please note that, because of rounding, answers in single response questions will not always sum precisely to 100%.

In addition, as the base for percentages is the number of respondents answering a particular question (rather than the number of responses) multiple response questions sum to more than 100%.

Guide to reading the report

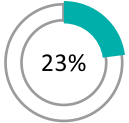
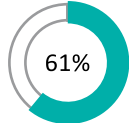
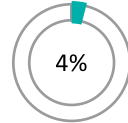
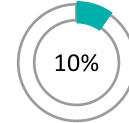
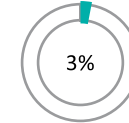
Throughout this report, comparisons to the previous wave of research conducted in 2022/2023 will be made where relevant—specifically, where the data was analysed using the same methodology and the question wording remained identical to ensure accuracy. Comparisons have not been made where the analysis approach or question wording differed.

These comparisons will be referred to as ‘**Change since the 2022/23 wave**’ and will be indicated as either an increase or decrease. Where a percentage is shown in these comparisons, it represents the **percentage point change**, not a percentage change. Percentage point change (pp) measures the absolute difference between two percentages. It is different from a percentage change, which expresses the relative increase or decrease as a proportion of the original value.

It is also important to note key differences in event scheduling compared to previous years. The Ice Cream Festival was held on a Thursday this year, whereas it took place on a Saturday in the previous wave. Additionally, Sea to Shore expanded to a two-day format (Saturday and Sunday), compared to a single-day event on Saturday in 2022. These changes may have influenced attendance patterns and spending behaviours.

Key cohorts analysed

Throughout this report, the following key cohorts will be mentioned in analysis:

Referred to throughout the report as:	Holdfast Bay Residents	Non residents (n=242)			
		SA residents (n=201)		Interstate	Overseas
		Adelaide Metro	Adelaide Regional		
How they answered Q18 (Location)	<i>Live in the City of Holdfast Bay</i>	<i>Live in Adelaide but not in the City of Holdfast Bay</i>	<i>Live in other South Australia (outside Adelaide)</i>	<i>Live interstate</i>	<i>Live overseas</i>
Total % of respondents					
Number of respondents	n=72	n=190	n=11	n=31	n=10
Respondents: Sea to Shore Event	n=34	n=81	n=3	n=21	n=6
Respondents: Ice-Cream Festival	n=38	n=109	n=8	n=10	n=4



Executive Summary

Executive Summary



Events Summary

There was strong agreement that events play a crucial role in bringing the community together and supporting local businesses. Additionally, 92% of attendees believed the events enhanced Glenelg's image as a seaside destination.

Overall satisfaction with both events was high, averaging 9.1 out of 10, with 77% of attendees indicating they would attend an event next year.

This wave, Sea to Shore outperformed in terms of satisfaction, likelihood to attend again, and average spend, showing significant improvements from the previous wave. However, the Ice Cream Festival had a greater economic impact, attracting a higher proportion of visitors. Nearly 47% of attendees stated they would not have visited Glenelg if not for the event, compared to 35% for the Sea to Shore Event, showing the events ability to attract visitors.



Event Attendance

A higher proportion of Ice Cream Festival attendees visited Glenelg primarily for the event (70%), compared to 54% for Sea to Shore.

Ice Cream Festival attendees were also more likely to engage in other activities while in Glenelg, such as dining at restaurants (39%) and walking along Jetty Road (33%). In contrast, 40% of Sea to Shore attendees were only in Glenelg for the event.

The Ice Cream Festival was particularly popular among families with children (44%) and friend groups (28%), whereas Sea to Shore attracted more families without children (36%) and solo attendees (12%).



Event Awareness and source

Both events had strong pre-event awareness, with the Ice Cream Festival achieving higher recognition (80%) than Sea to Shore (69%). Awareness was generally higher among residents, particularly for Sea to Shore, and among those aged 31–39. Among attendees who visited Glenelg specifically for the event, prior awareness was particularly high (84% for Sea to Shore and 92% for the Ice Cream Festival), indicating that most visitors planned their attendance in advance, with only a smaller portion deciding to attend spontaneously.

Social media remained the primary source of event awareness before the event day (38%), consistent with the previous 2022/23 wave, followed by signage around Adelaide (28%) and word of mouth (20%). Notably, interstate visitors were most likely to discover the event by searching "events in Adelaide" on Google.

Executive Summary



Economic Impact

Both events had a positive economic impact, attracting visitors who would not have otherwise travelled to Glenelg, generating additional spending in the area.

For the Sea to Shore event, 35% of attendees stated they would not have visited Glenelg if not for the event, with these visitors spending an average of \$134.60 per group. In contrast, the Ice Cream Festival had a higher proportion of event-driven visitors (47%), though their average group spend was lower at \$82.80.

Spending trends also shifted compared to the previous wave. The average group spend at Sea to Shore increased to \$131.64, whereas for the Ice Cream Festival, it declined to \$91.57.



Event Satisfaction

Overall event satisfaction remained high, with Sea to Shore receiving the highest rating at 8.3/10, compared to 7.9/10 for the Ice Cream Festival. Across all satisfaction measures, Sea to Shore outperformed the Ice Cream Festival.

The atmosphere of the events was rated highly, with Sea to Shore scoring 8.6/10 and the Ice Cream Festival 8.4/10. Satisfaction with food and drink was also strong, at 8.2/10 for Sea to Shore and 7.9/10 for the Ice Cream Festival.

In terms of satisfaction with event information and promotion, Sea to Shore saw improvements across both areas, while the Ice Cream Festival experienced a decline. However, these aspects recorded the lowest satisfaction ratings overall, with only 41% satisfied with available event information and 39% satisfied with promotion, indicating room for improvement in communication and marketing strategies.



Glenelg Perceptions

Perceptions of Glenelg remained largely unchanged from the previous wave, with the majority recognising events as beneficial for community connection (96%) and business support (96%). Agreement with “I like to shop at Glenelg” remained the lowest overall, consistent with previous findings. This sentiment was notably higher among residents, with 69% in agreement.

When asked who they believed was responsible for hosting the events, residents were more likely to correctly identify the City of Holdfast Bay Council (71%) compared to non-residents (55%).

However, awareness varied between events. Sea to Shore had the highest level of uncertainty, with 43% of attendees unsure of the event’s organiser, while 50% identified the council correctly. In contrast, 66% of Ice Cream Festival attendees correctly attributed the event to the council, indicating stronger connection to the council among this group.



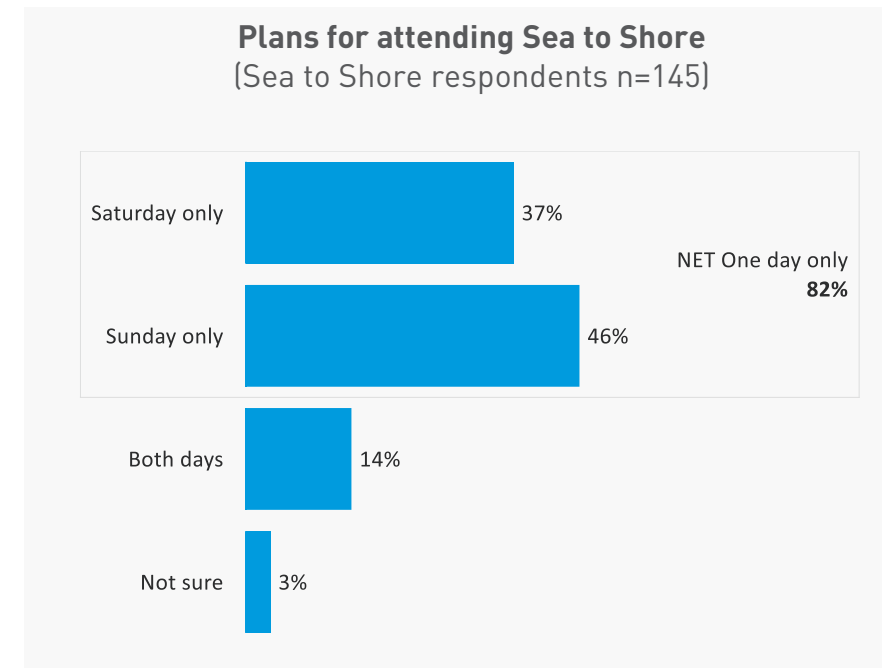
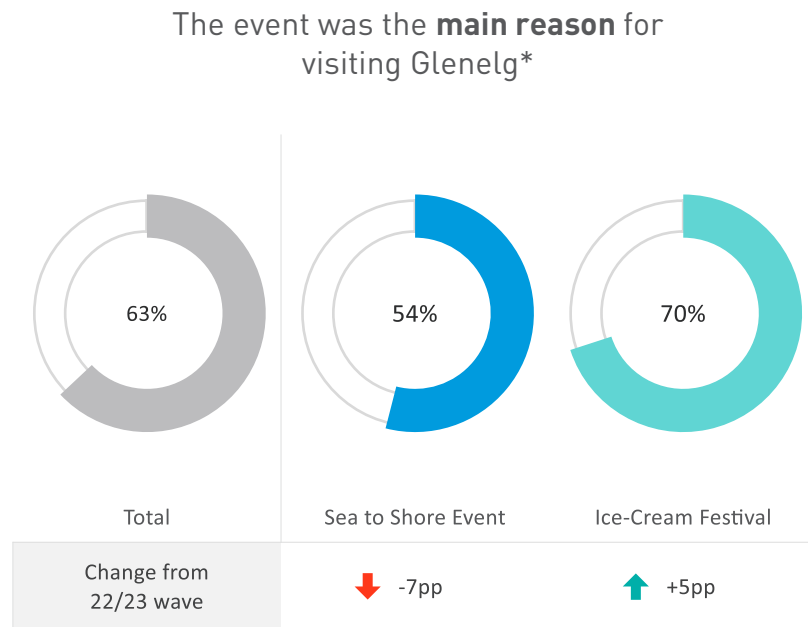
Event Attendance

Nearly two-thirds (63%) of respondents visited Glenelg primarily to attend an event

The Ice-Cream Festival drew more visitors who came to Glenelg specifically for the event (70%), compared to the Sea to Shore event (54%). This is a 5 percentage point (pp) increase from the previous wave.

Those who attended with family and children were the most likely to visit Glenelg primarily for the Ice-Cream Festival (81%).

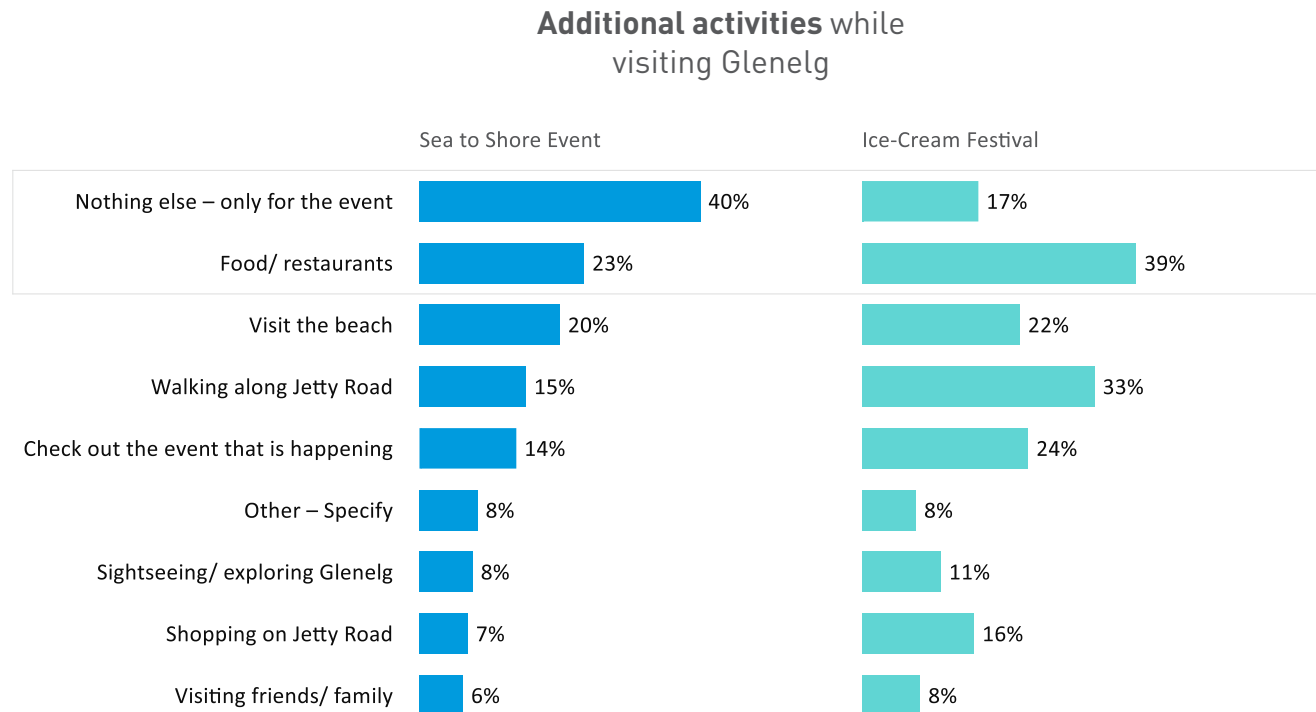
The majority (82%) of Sea to Shore attendees planned to attend for one day only. Those planning to attend both days were more likely to be residents (24%).



Beyond attending events, dining out was the most popular additional activity in Glenelg

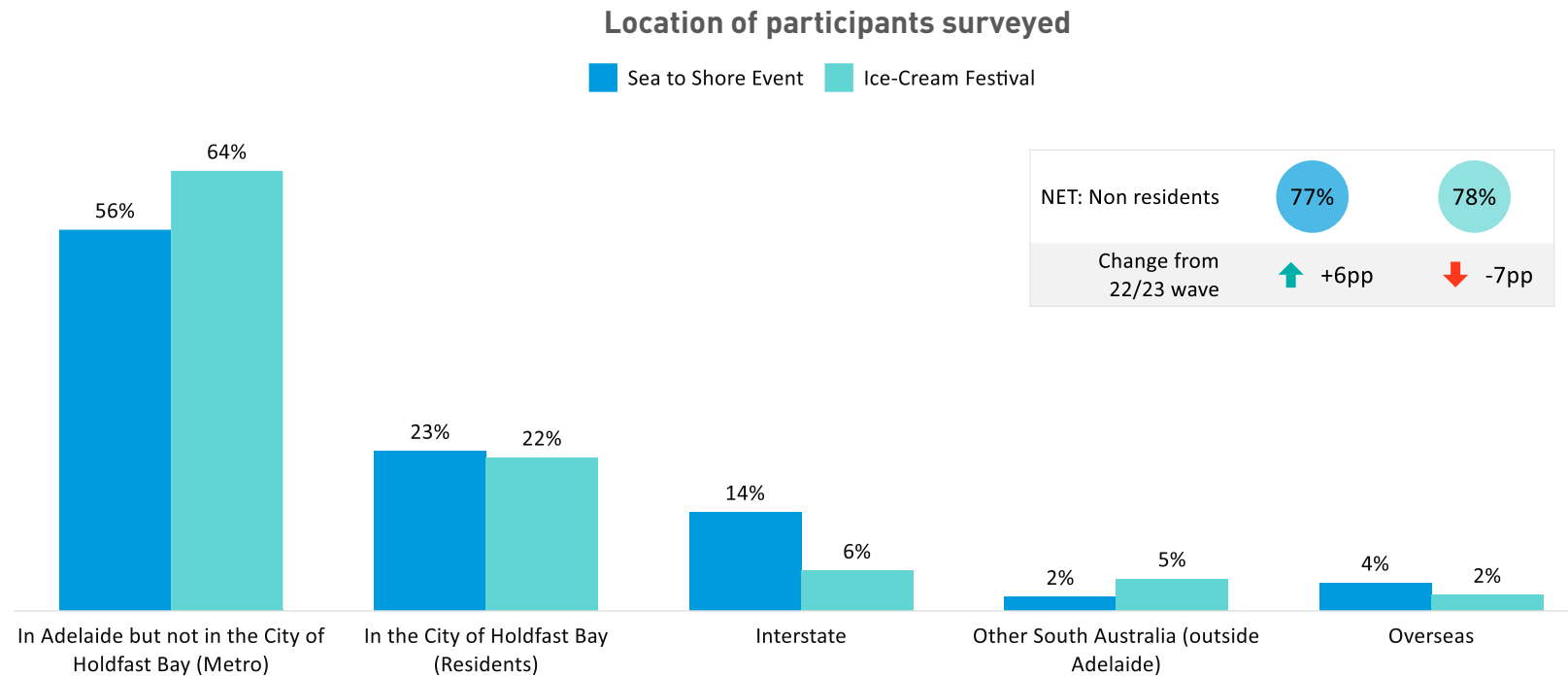
Many attendees also dined at local restaurants while in Glenelg, particularly those at the Ice-Cream Festival (39%), with residents being even more likely to do so (58%). Among Ice-Cream Festival attendees, those with family and children were most likely to also walk along Jetty Road (40%) or dine out (48%).

In contrast, Sea to Shore had a higher proportion of visitors (40%) who attended solely for the event, with this trend more pronounced among residents (68%).



Majority of participants resided in metropolitan Adelaide

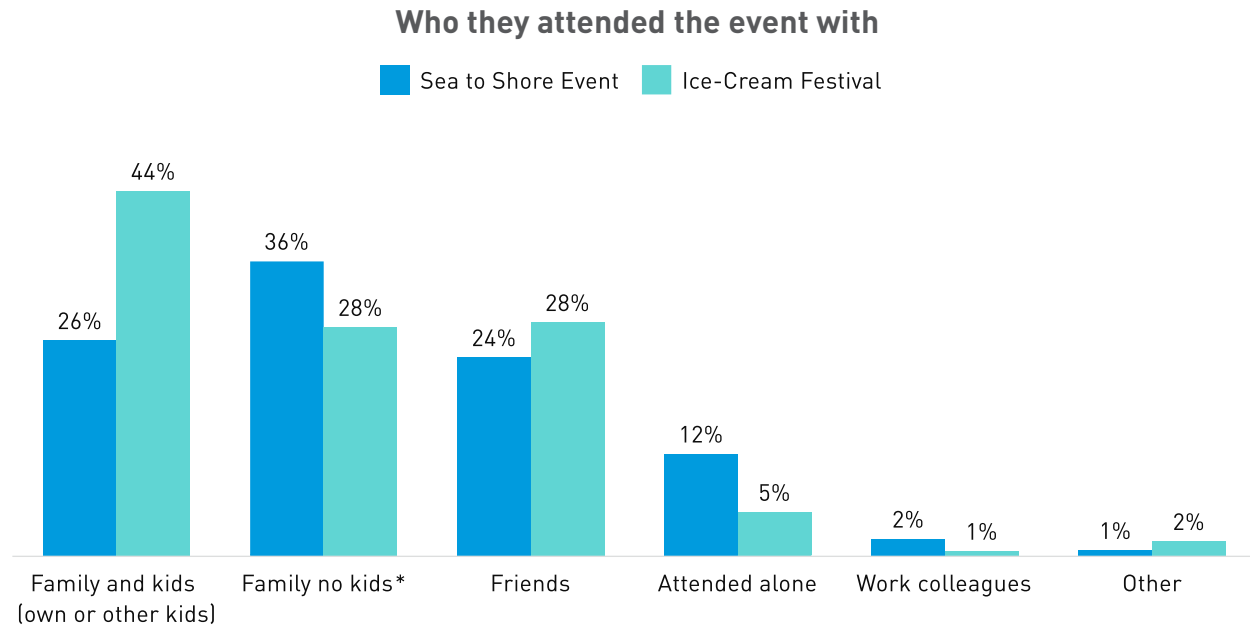
This year, the Sea to Shore event attracted 6pp more non-residents than the previous wave, bringing the total to 77%. In contrast, the Ice-Cream Festival saw an increase in local residents, though non-residents still made up the majority (78%).



The Ice-Cream Festival attracted more families with children, while Sea to Shore was more popular among families attending without children and solo attendees

At the Sea to Shore event, solo attendance was highest among those under 30 (29%), while those aged 55+ were more likely to attend with family but without children (59%). For the Ice-Cream Festival, attending with friends was the most common among those under 30 (50%), whereas those aged 40-54 were the most likely to attend with family and children (78%).

On average, there were 0.4 children per attendee at the Sea to Shore event and 0.9 at the Ice-Cream Festival. However, among those who attended with children, the average increased to 1.3 for Sea to Shore and 1.8 for the Ice-Cream Festival.



Average number of adults and children

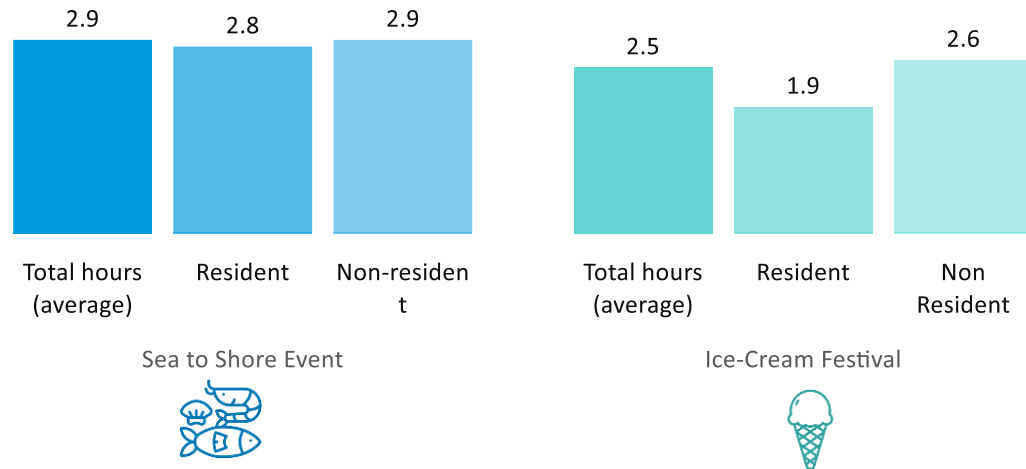
	Sea to Shore Event	Ice-Cream Festival
Adults	2.1	2.8
Change from 22/23 wave	↓ -0.6	↑ +0.2
Children	0.4	0.9
Change from 22/23 wave	= 0	↓ -0.5

Non-residents generally stayed longer at the events than residents, especially at the Ice-Cream Festival

Attendees who visited Glenelg primarily for the event stayed longer on average - 3.2 hours for Sea to Shore and 2.5 hours for the Ice-Cream Festival. For both events, those attending with friends had longer than average stays, particularly for the Sea to Shore Festival.

Solo attendees spent the least time at both events, averaging 1.8 hours at Sea to Shore and 1.9 hours at the Ice-Cream Festival.

Average hours spent in Glenelg
 (Note: those staying overnight have been excluded)



Differences among demographics

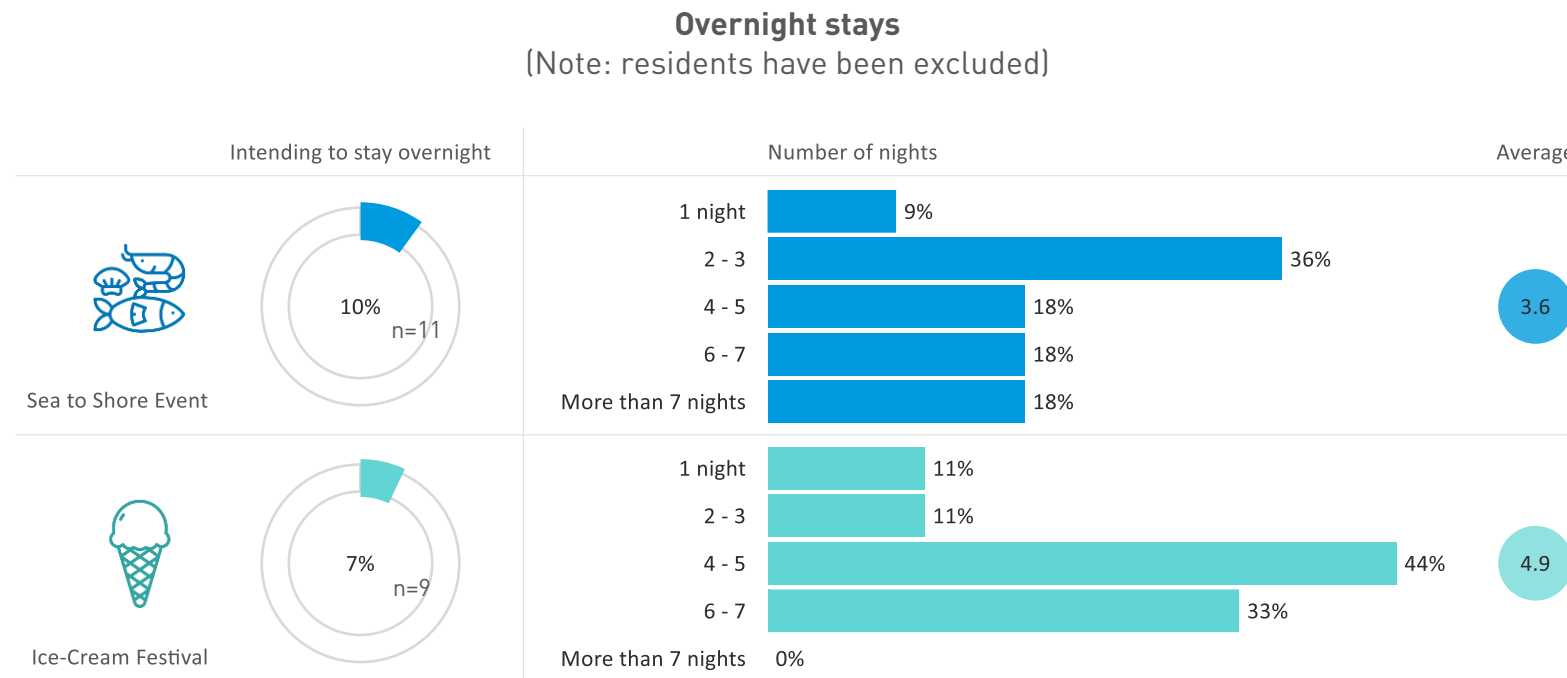
	Age				Attended the event with			
	Under 30	31-39	40-54	55 +	Family & Kids	Family no kids	Friends	Alone
Sea to Shore Event	2.3	3.0	2.9	3.1	2.6	3.0	3.3	1.8
Ice-Cream Festival	2.2	2.1	2.4	3.0	2.6	2.5	2.7	1.9

Most visitors did not stay overnight

Those who did stay in Glenelg overnight were most likely to be interstate (39%) or overseas (30%) visitors.

Overnight visitors attending the Sea to Shore Festival were more likely to attend both days of the event (27% vs. 14% overall). Most stayed for only 2-3 nights, with an average stay of 3.6 nights.

The Ice-Cream Festival had a lower proportion of overnight visitors but a longer average stay (4.9 nights).





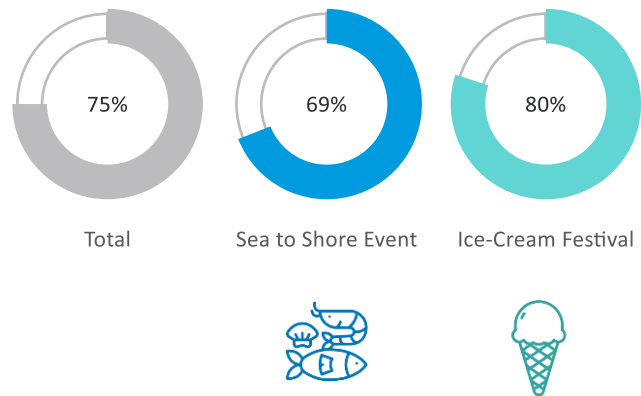
Event Awareness

The Ice-Cream Festival had higher awareness (80%) than Sea to Shore (69%)

Awareness of both events was generally higher among residents and those aged 31-39.

Attendees of the Ice-Cream Festival who came with family and children were particularly likely to be aware of the event beforehand (89%). Among those who visited Glenelg primarily for the event, prior awareness was high (84% for Sea to Shore and 92% for the Ice-Cream Festival), highlighting its role in driving attendance. This suggests that most visitors planned their visit in advance, with only a smaller portion attending spontaneously.

Awareness of the event, prior to the day of attendance



Awareness among locations

City of Holdfast Bay Residents (n=72)	Non-Residents				
	Total non-residents (n=242)	Adelaide/ Metro (n=190)	Other South Australia* (n=11)	Interstate* (n=31)	Overseas* (n=10)
86%	71%	75%	91%	52%	40%
91%	62%	67%	67%	48%	50%
82%	79%	82%	100%	60%	25%

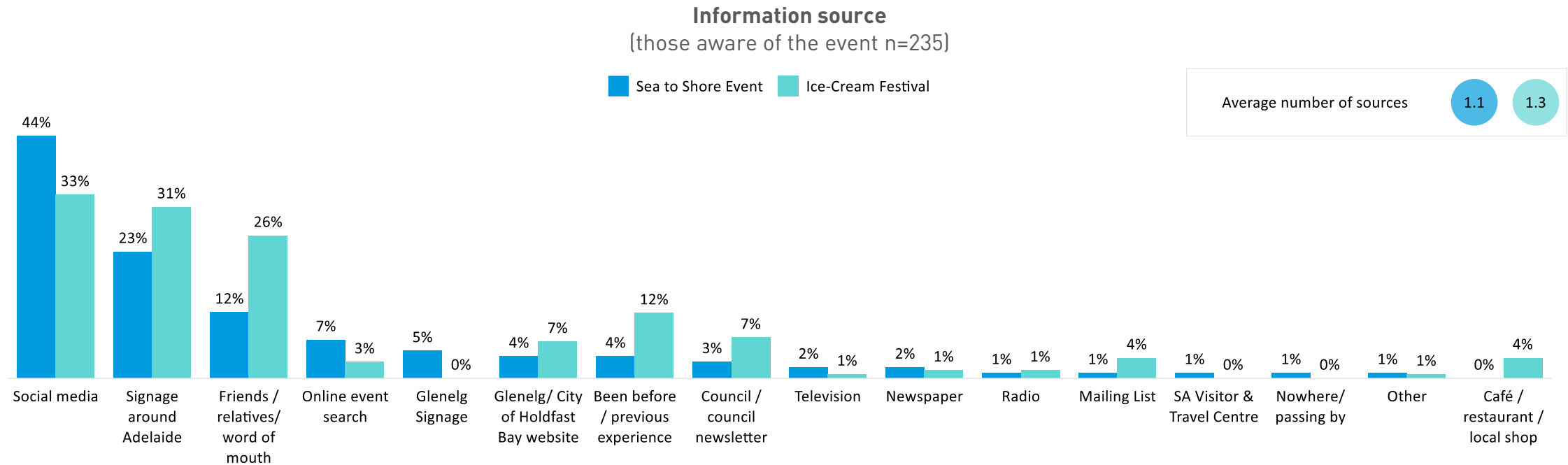
* Caution: Low base

Social media remains the primary source for event information

For non-residents, social media was the primary source of event information (41%). In contrast, residents relied more on signage around Adelaide or Glenelg, as well as the council newsletter.

Interstate visitors were most likely to find out about events by googling "events in Adelaide" or browsing online event listings (31%), followed by hearing about them through friends, family, or word of mouth (25%).

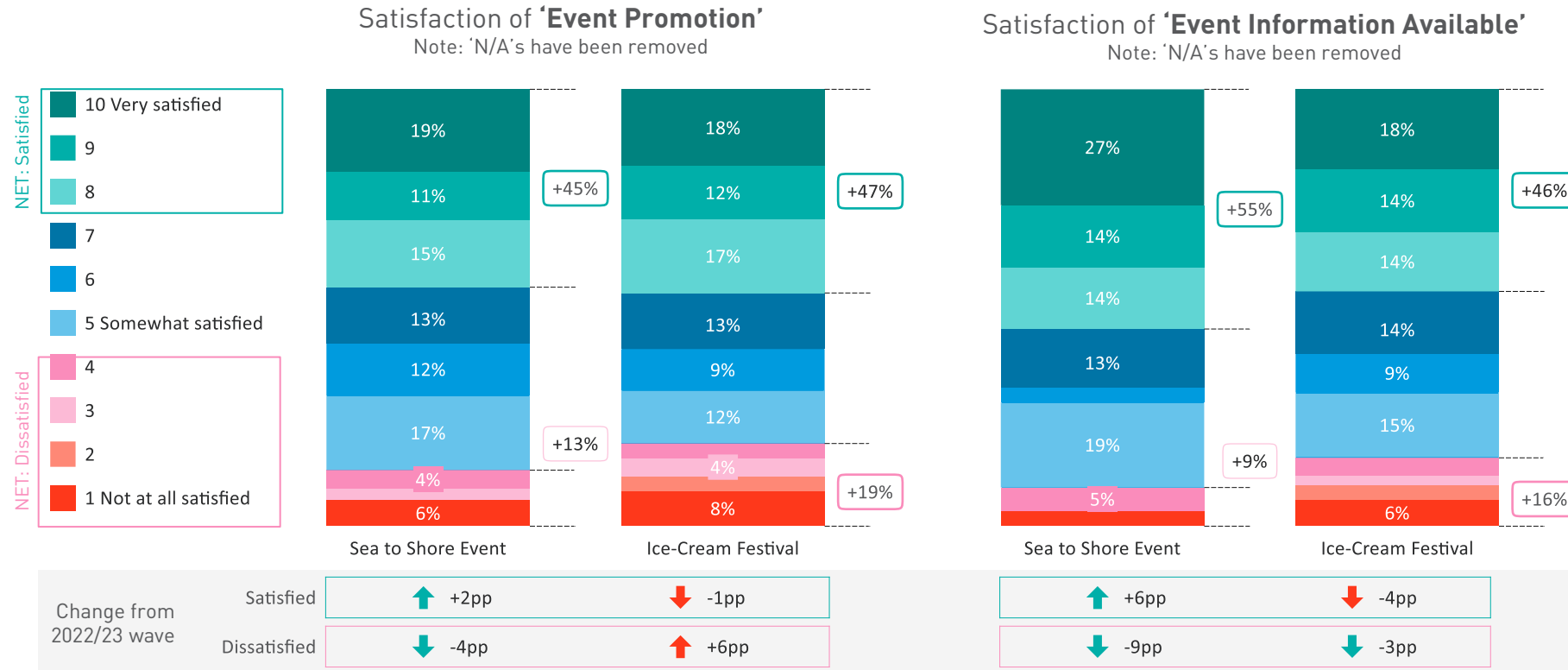
On average, Ice-Cream Festival attendees recalled slightly more sources of information (1.3) compared to Sea to Shore attendees (1.1).



Sea to Shore saw improvements, whereas Ice-Cream Festival satisfaction declined

Promotion and information for Sea to Shore appear to have improved since the last wave, with increased satisfaction and a notable decrease in dissatisfaction, indicating a positive trend. However, a significant portion of attendees remain neutral.

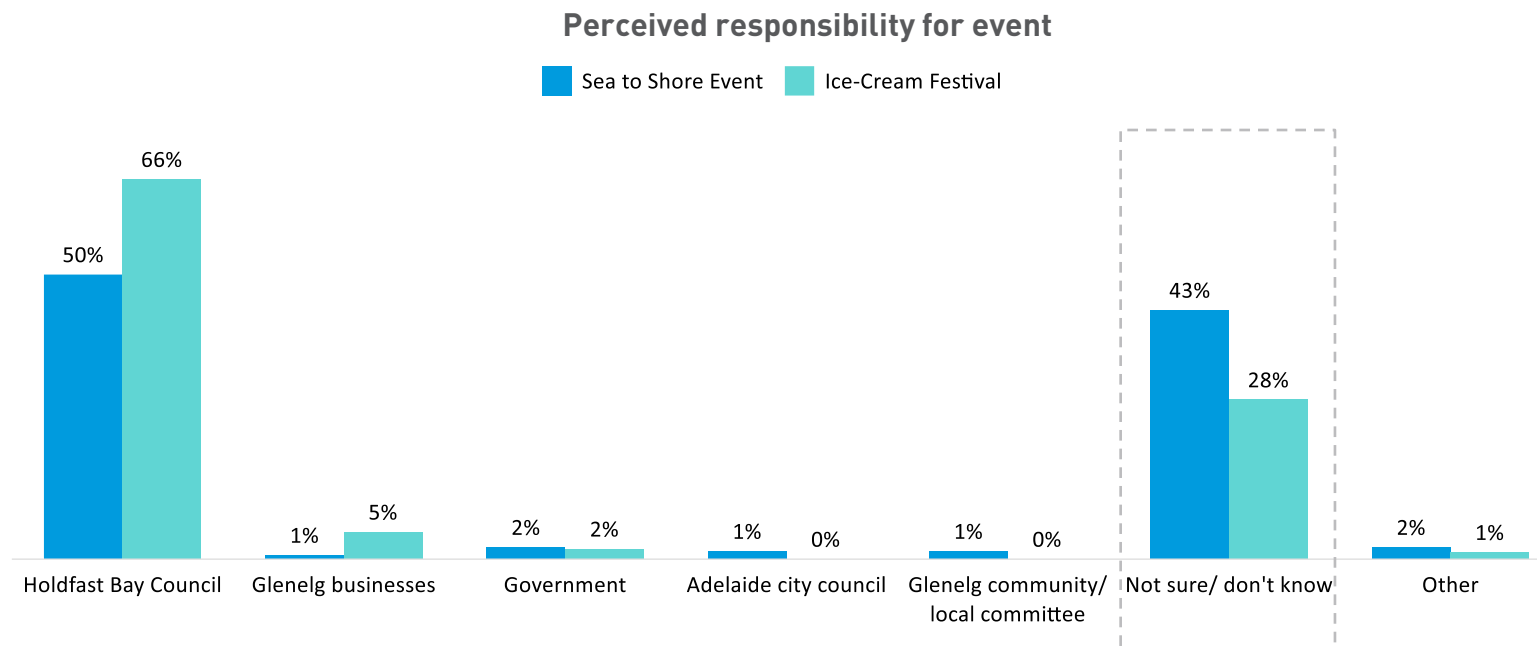
In contrast, satisfaction with promotion and information for the Ice-Cream Festival has declined, with higher dissatisfaction levels compared to Sea to Shore.



There was some uncertainty around who was responsible for hosting the events, particularly among non-residents

Residents had higher awareness, with 74% recognising the organiser of the Ice-Cream Festival and 68% for Sea to Shore.

Non-residents also had relatively high awareness for the Ice-Cream Festival (64%), but awareness that the City of Holdfast Bay Council organised Sea to Shore was much lower at 44%, with half unsure (50%).





Economic Impact

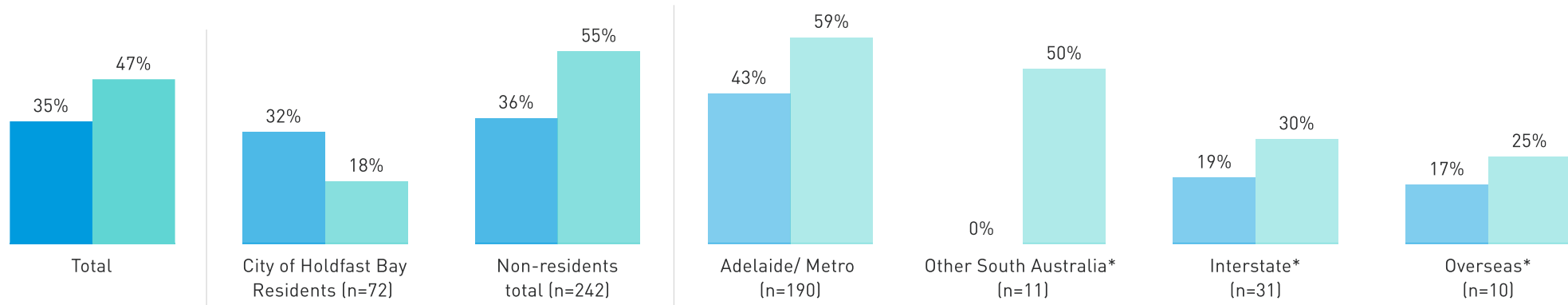
Event driven visitation was higher for the Ice-Cream Festival, with nearly half (47%) unlikely to visit Glenelg if they event had not been held

The Ice-Cream Festival had the strongest influence on visitation to Glenelg, with its impact increasing by 1pp since the last wave. This influence was even greater among specific groups, including non-residents, attendees aged 40–54 (63%), and those with family and children (61%), who stated they would not have visited Glenelg if the event had not been held.

Residents were more likely to visit Glenelg specifically for the Sea to Shore event, with event-driven visitation increasing compared to the last wave. In contrast, the Ice-Cream Festival saw a decline in its influence on residents, with the proportion stating they would not have visited Glenelg without the event dropping by 25pp.

Event driven visitation
(unlikely to visit Glenelg if the event had not been held*)

■ Sea to Shore Event ■ Ice-Cream Festival



Group	Change from 2022/23 wave
Total	↑ +3pp (Sea to Shore), ↑ +1pp (Ice-Cream Festival)
City of Holdfast Bay Residents (n=72)	↑ +9pp (Sea to Shore), ↓ -25pp (Ice-Cream Festival)
Non-residents total (n=242)	= 0pp (Sea to Shore), ↑ +9pp (Ice-Cream Festival)
Adelaide/ Metro (n=190)	↓ -1pp (Sea to Shore), ↑ +11pp (Ice-Cream Festival)
Other South Australia* (n=11)	↓ -44pp (Sea to Shore), ↓ -12pp (Ice-Cream Festival)
Interstate* (n=31)	↑ +5pp (Sea to Shore), ↑ +12pp (Ice-Cream Festival)
Overseas* (n=10)	= 0pp (Sea to Shore), = 0pp (Ice-Cream Festival)

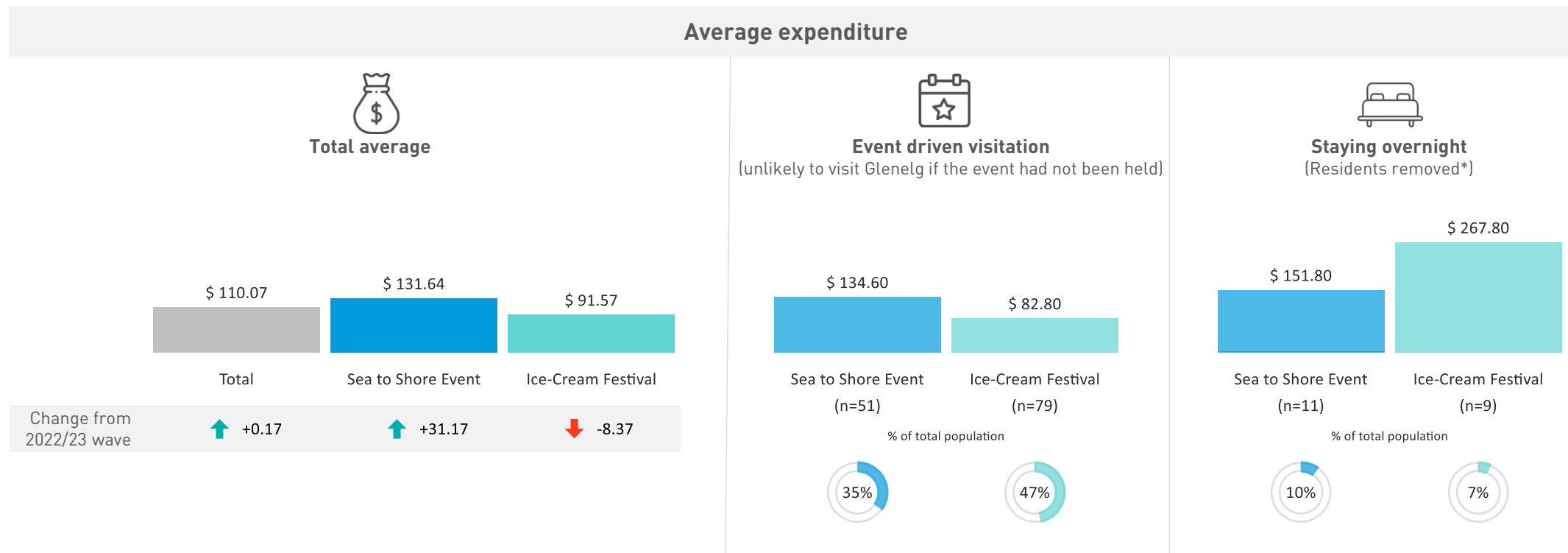
Full graph in appendix

* Caution: Low base

Average spend per group increased for Sea to Shore, but decreased for the Ice-Cream Festival

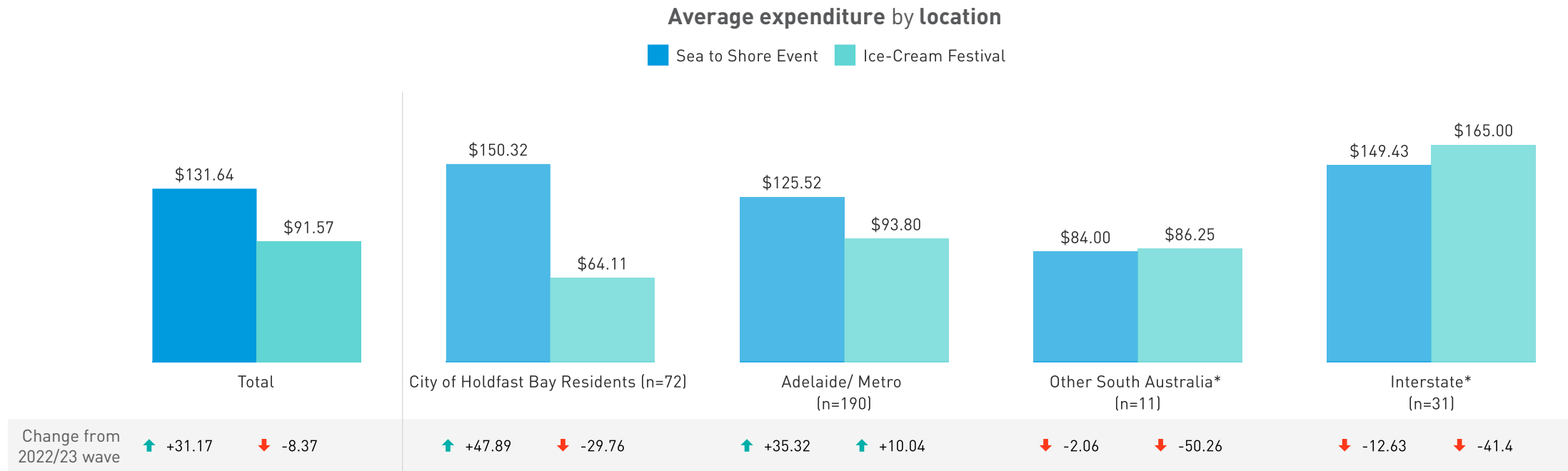
Overall average spending per group remained similar to the last wave. The events had a positive economic impact by attracting visitors who would not have otherwise come to Glenelg, generating additional spending. For the Sea to Shore event, 35% of attendees said they would not have visited without it, spending an average of \$134.60 - higher than the overall event average. Similarly, event-driven attendees at the Ice-Cream Festival spent an average of \$82.80.

As expected, overnight visitors spent more on average, particularly for the Ice-Cream Festival. However, these visitors also tended to stay longer, likely influenced by the event coinciding with school holidays.



Comparing to last waves' figures, Sea to Shore spending has seen increases across both residents and Adelaide metro residents

Adelaide Metro residents had a higher average spend for both events compared to the 2022/23 wave. Additionally, resident spending at the Sea to Shore event saw an increase this year.





The Sea to Shore event recorded a higher per person spend across all demographics

Breaking down total group expenditure by average party size (adults and children), key spending patterns emerged across both festivals.

At **Sea to Shore**, residents spent more per person on average, with the highest per-person spend recorded among those who attended with friends and those aged 40–54. This suggests that social group dynamics and disposable income levels may have influenced spending behaviour.

For the **Ice Cream Festival**, families with children maintained a high per-person spend, averaging \$27.40 per child or adult. Interestingly, families without children recorded the highest overall per-person expenditure, likely due to the absence of cost-saving factors associated with children's meals. Additionally, non-residents spent more on average than locals.

Average expenditure per person variations in demographics

	Average	Location		Age				Gender		Attended the event with			
		Residents	non-residents	Under 30	31-39	40-54	55 +	Male	Female	Family and Kids	Family no kids	Friends	Alone
 Average spend total:	\$ 131.64	\$150.32	\$152.95	\$ 84.16	\$ 130.64	\$ 170.74	\$ 132.32	\$ 137.12	\$ 127.15	\$ 136.87	\$ 127.65	\$ 184.57	\$ 46.22
Average party size (adults & kids)	2.5	2.5	2.5	2.4	2.8	2.6	2.3	2.7	2.3	3.8	2.1	2.7	1.0
Average spend per person	\$52.7	\$60.1	\$49.8	\$35.3	\$47.2	\$65.8	\$57.6	\$50.4	\$54.8	\$36	\$60.8	\$68.4	\$46.2
 Average spend total:	\$ 91.57	\$64.11	\$99.53	\$ 69.22	\$ 56.33	\$ 105.32	\$ 112.43	\$ 88.29	\$ 94.70	\$ 123.27	\$ 81.62	\$ 107.60	\$ 25.33
Average party size (adults & kids)	3.7	3.6	3.8	3.3	3.4	3.9	4.0	3.5	4.0	4.5	2.6	4.2	1.0
Average spend per person	\$24.7	\$17.9	\$26.3	\$20.8	\$16.4	\$26.9	\$28.1	\$25.3	\$23.9	\$27.4	\$31.4	\$25.6	\$25.3

Q12: In total, approximately, how much have you spent or will you be spending in Glenelg today? Please include the total expenses (for everyone you are travelling with today) including event tickets, parking, food / drinks, shopping, entertainment, etc. Base: All respondents (n=314)

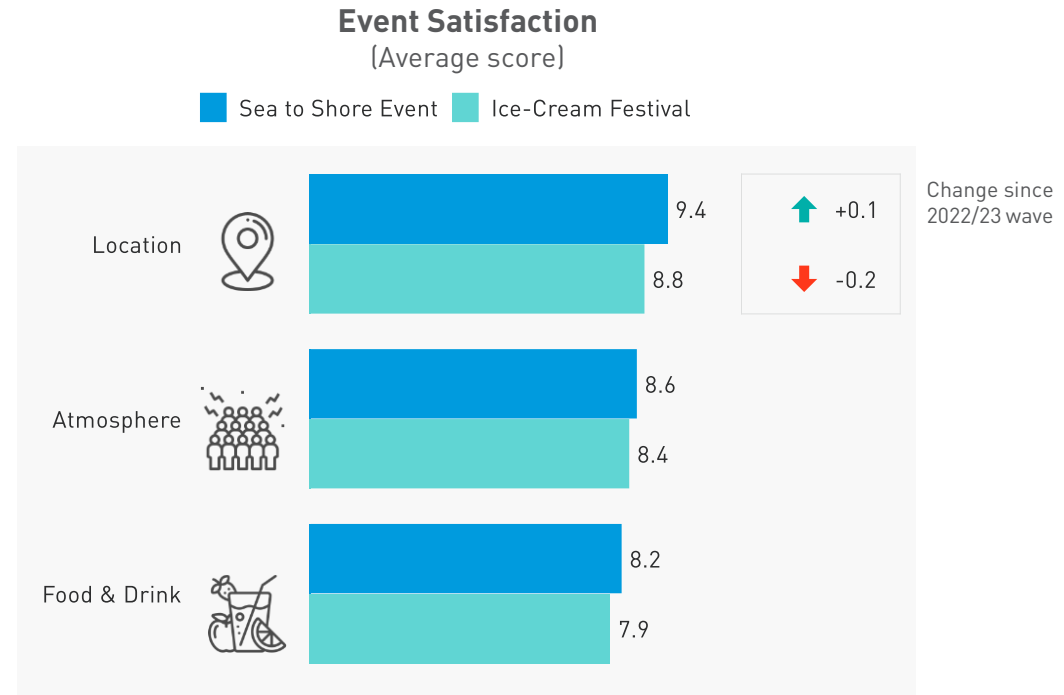
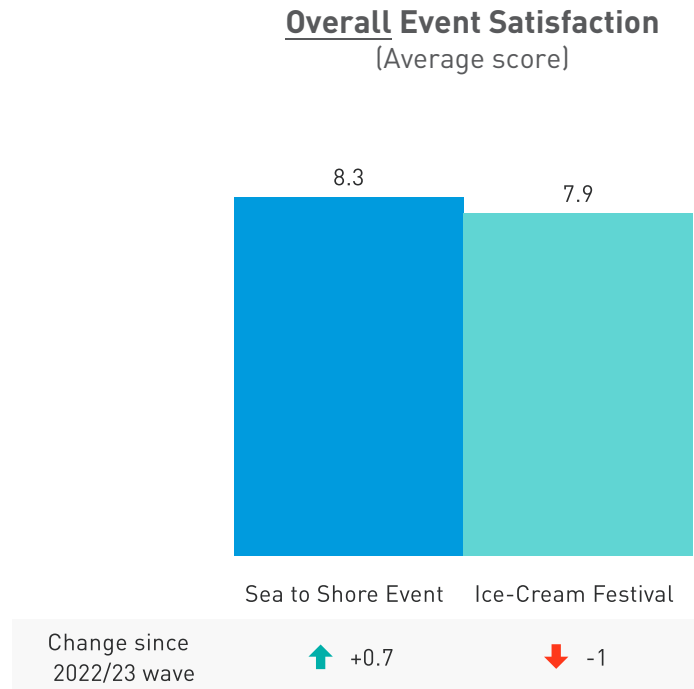
Q11: How many people, including yourself, are/were in Glenelg? Adults and children. Base: All respondents (n=314)



Event Satisfaction



The Sea to Shore event had higher overall satisfaction and saw an increase in satisfaction compared to the last wave

Compared to the last wave, when Sea to Shore ranked lowest among five events, it now holds the highest score (8.3), matching the previous wave's top-ranked event, the Christmas Pageant. In contrast, the Ice-Cream Festival saw declines across all satisfaction measures.



Residents had higher satisfaction scores for Sea to Shore, but lower for the Ice-Cream Festival, when compared to non-residents

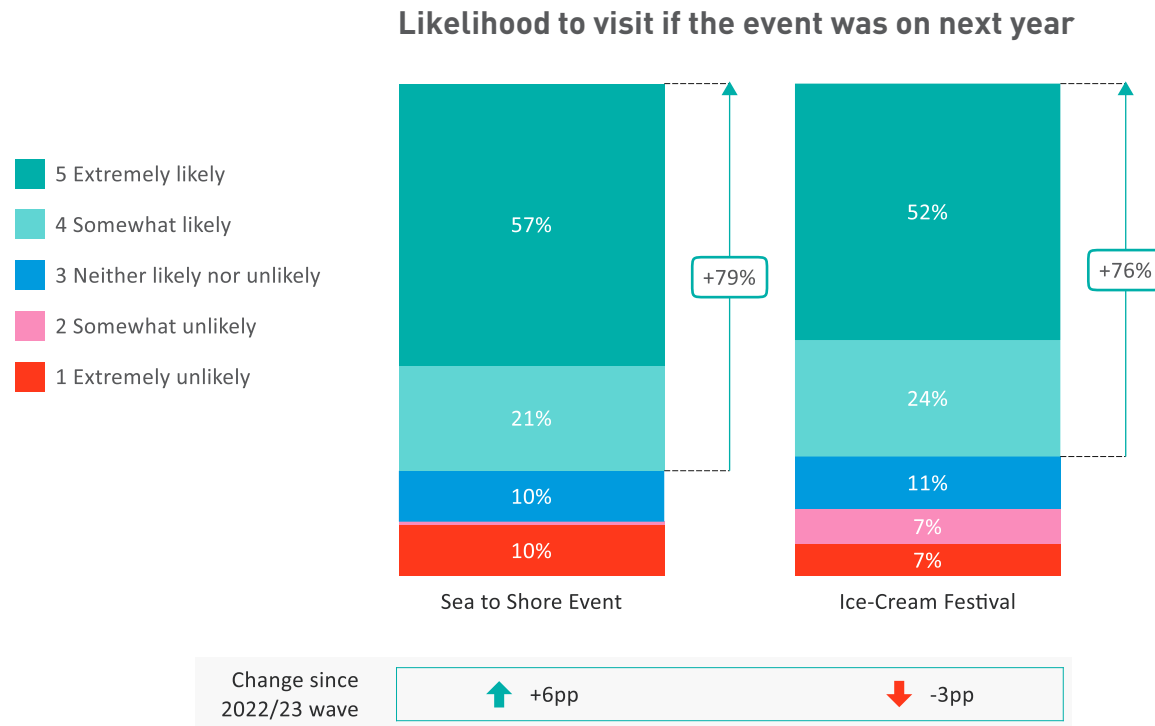
Event Satisfaction across demographics
(Average score)

	Total	Location		Age				Gender		Attended the event with			
		Residents	non-residents	Under 30	31-39	40-54	55 +	Male	Female	Family and Kids	Family no kids	Friends	Alone
 Overall experience	8.3	8.5	8.2	8.4	8.0	8.3	8.5	8.3	8.3	8.1	8.6	7.9	8.6
Location	9.4	9.4	9.4	9.0	9.5	9.5	9.4	9.3	9.5	9.2	9.6	9.2	9.7
Atmosphere	8.6	8.7	8.6	8.6	8.6	8.6	8.7	8.4	8.9	8.4	8.9	8.4	9.1
Food and Drink	8.2	8.4	8.1	8.4	7.9	8.2	8.3	8.1	8.2	8.0	8.4	7.9	8.4
Information available	7.4	8.6	7.0	6.9	7.1	7.2	8.4	6.9	7.9	7.1	7.6	7.7	7.9
Event promotion	6.9	7.7	6.6	6.2	7.0	7.1	7.2	6.5	7.2	6.7	7.4	7.0	6.1
 Overall experience	7.9	7.8	8.0	8.0	7.9	8.2	7.7	8.1	7.8	8.1	8.0	8.0	7.4
Location	8.8	9.1	8.8	8.9	9.2	9.1	8.5	8.9	8.8	9.1	8.4	9.0	8.0
Atmosphere	8.4	7.9	8.6	8.7	8.7	8.7	8.0	8.5	8.3	8.5	8.3	8.5	7.9
Food and Drink	7.9	7.4	8.0	8.0	7.9	8.4	7.4	8.0	7.8	8.0	7.6	8.1	7.4
Information available	6.8	6.6	6.9	6.7	6.9	7.4	6.5	6.9	6.8	7.6	6.1	6.6	7.8
Event promotion	6.7	6.5	6.7	6.3	6.6	7.3	6.5	6.7	6.6	7.3	6.3	6.4	7.0

Over three in four (77%) indicated they would attend the event next year

The likelihood of returning to Sea to Shore increased by 6pp this year, making it the most likely event to be reattended.

While the Ice-Cream Festival still had a high reattendance intention (76%), this was a 3pp decline from last year, aligning with lower satisfaction levels observed this wave.



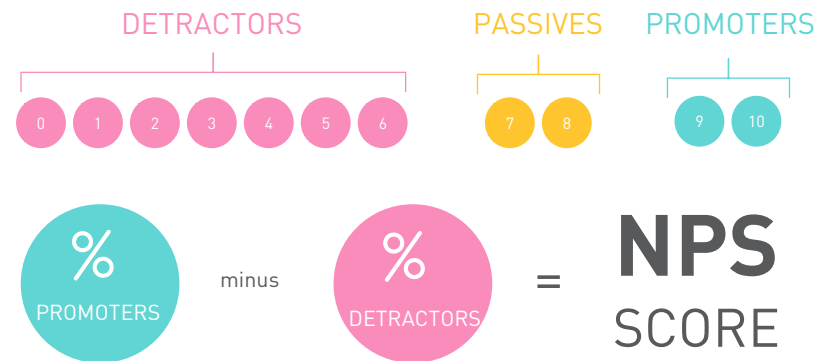
Net Promoter Score

Net Promoter Score®, or NPS®, measures customer experience and loyalty and predicts business growth.

The NPS calculation is based on the answer to a key question, such as: ‘using a 0-10 scale, how likely is it that you would recommend the event to friends, family or colleagues as a specialty fertiliser (foliar fertiliser) brand to use?’

Respondents are grouped as follows:

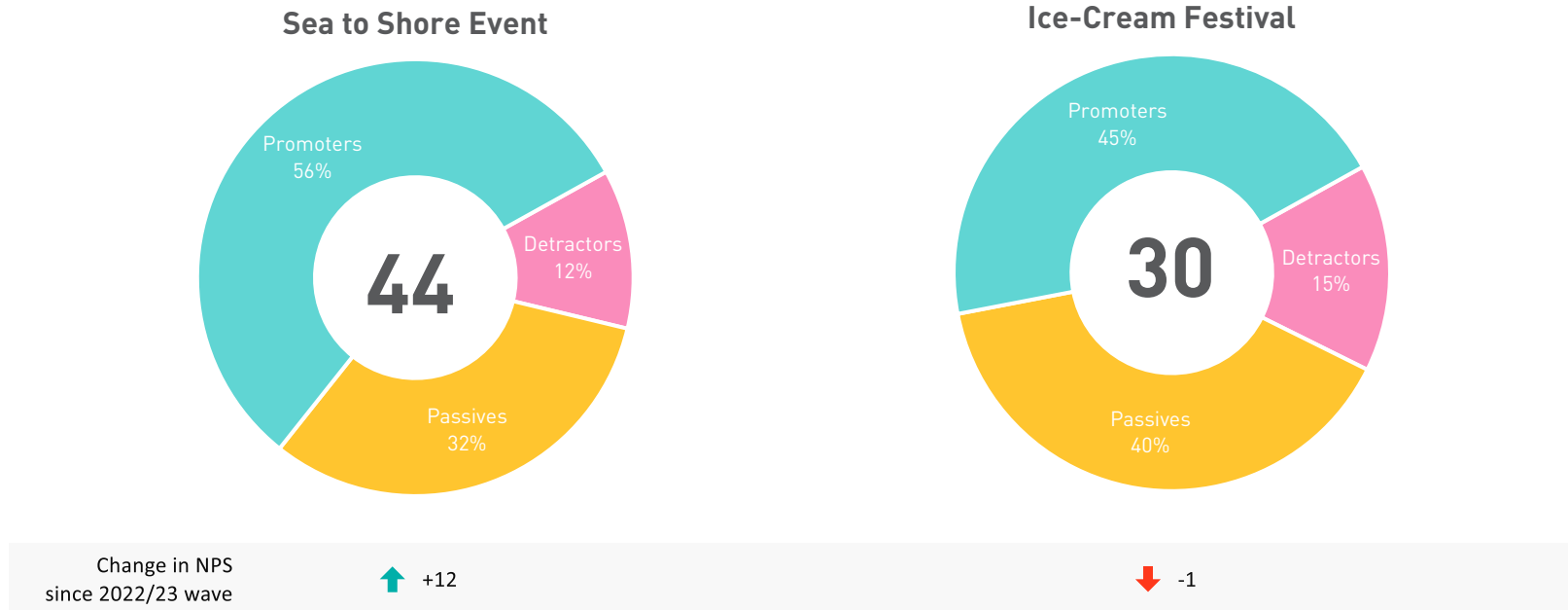
- Promoters (score 9-10) are loyal enthusiasts, or ‘super fans’, who will keep buying and refer others, fuelling growth.
- Passives (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.
- Detractors (score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth.



The NPS score for Sea to Shore has risen by 12 points

This rise in NPS for Sea to Shore can be attributed to a significant increase in promoters, growing from 44% in 2022 to 56% this year.

Although the Ice-Cream Festival saw lower satisfaction and a decline in reattendance likelihood, its NPS only dropped by one point. The proportion of promoters remained steady at 45%, with a small shift (2pp) of passives moving to detractors (13% in 2023 to 15% in 2024).



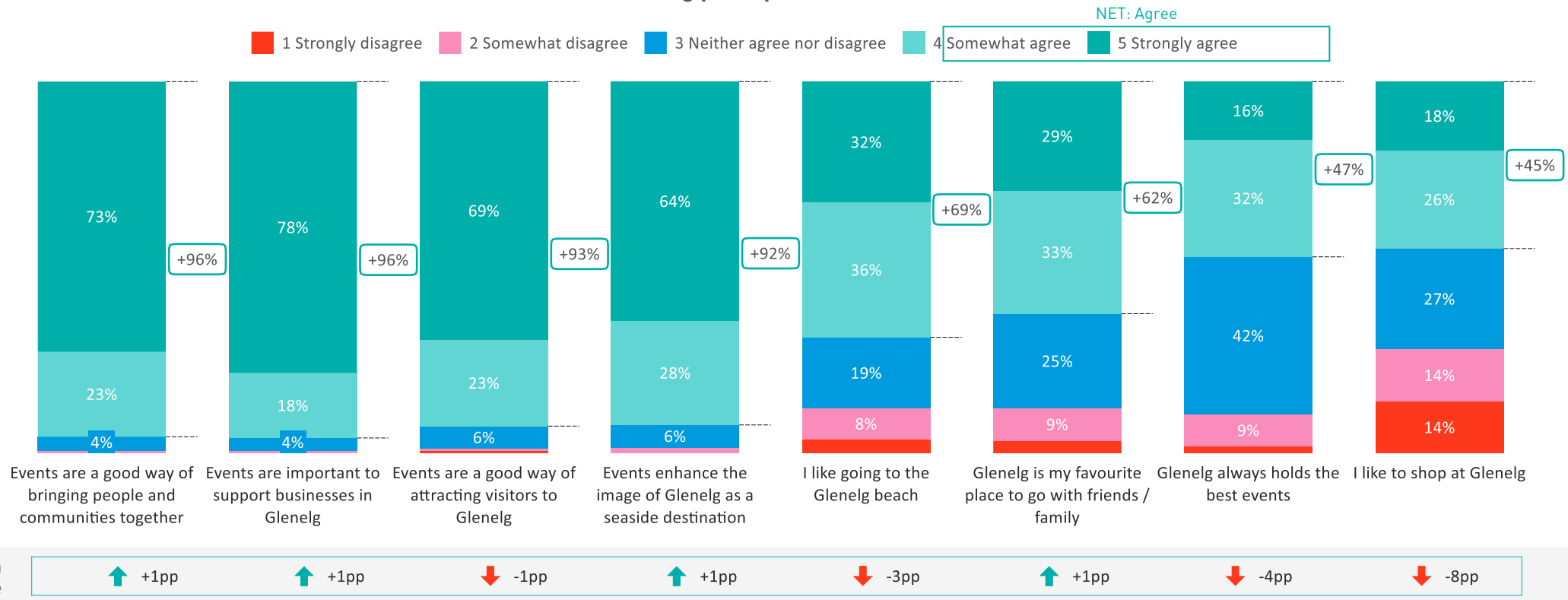


Glenelg Perceptions

Nearly all (96%) agreed that events help bring communities together

Perceptions of Glenelg remained largely stable, with only minor shifts. The strongest agreements remained unchanged from the last wave, with most attendees recognising events as beneficial for community connection and business support in Glenelg. Agreement with "I like to shop at Glenelg" remained the lowest overall, consistent with the last wave. However, it was significantly higher among residents, with 69% in agreement.

Glenelg perceptions

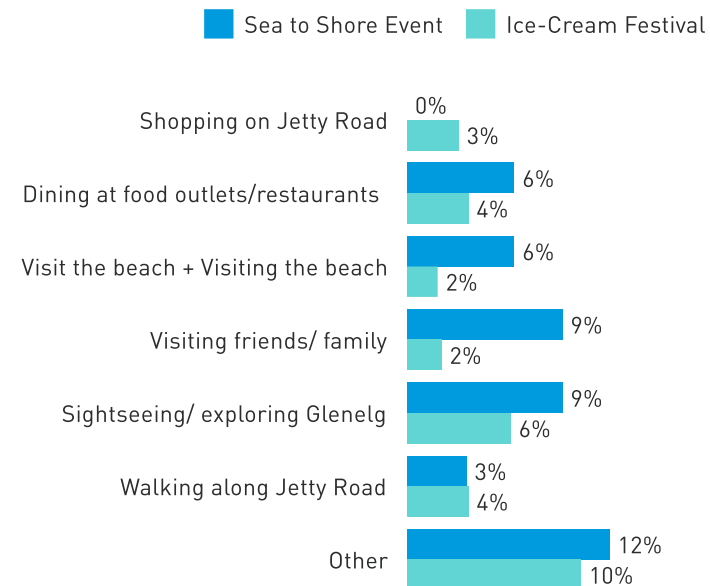




Appendix 1: **Additional Graphs**

Main reasons for visiting Glenelg

(Q1) Other main reasons for visiting Glenelg
(Non-event reasons)



Those who got information from the Holdfast Bay website were the most satisfied

Those who relied on word of mouth as their information source, were the least satisfied with the event promotion.

Average satisfaction of 'Event Promotion' by Information Source
(Overall findings, only showing sources with n=>0)

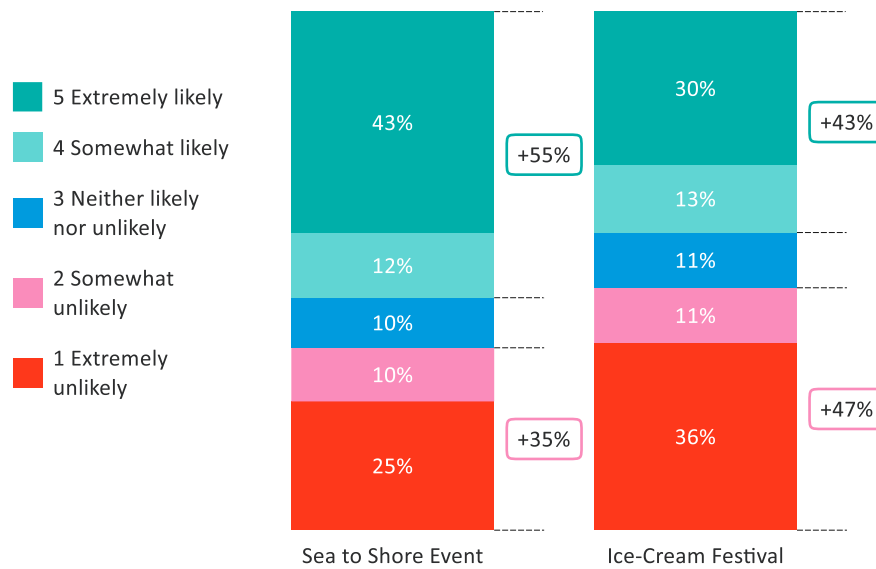


Average satisfaction of 'Event Information Available' by Information Source
(Overall findings, only showing sources with n=>0)

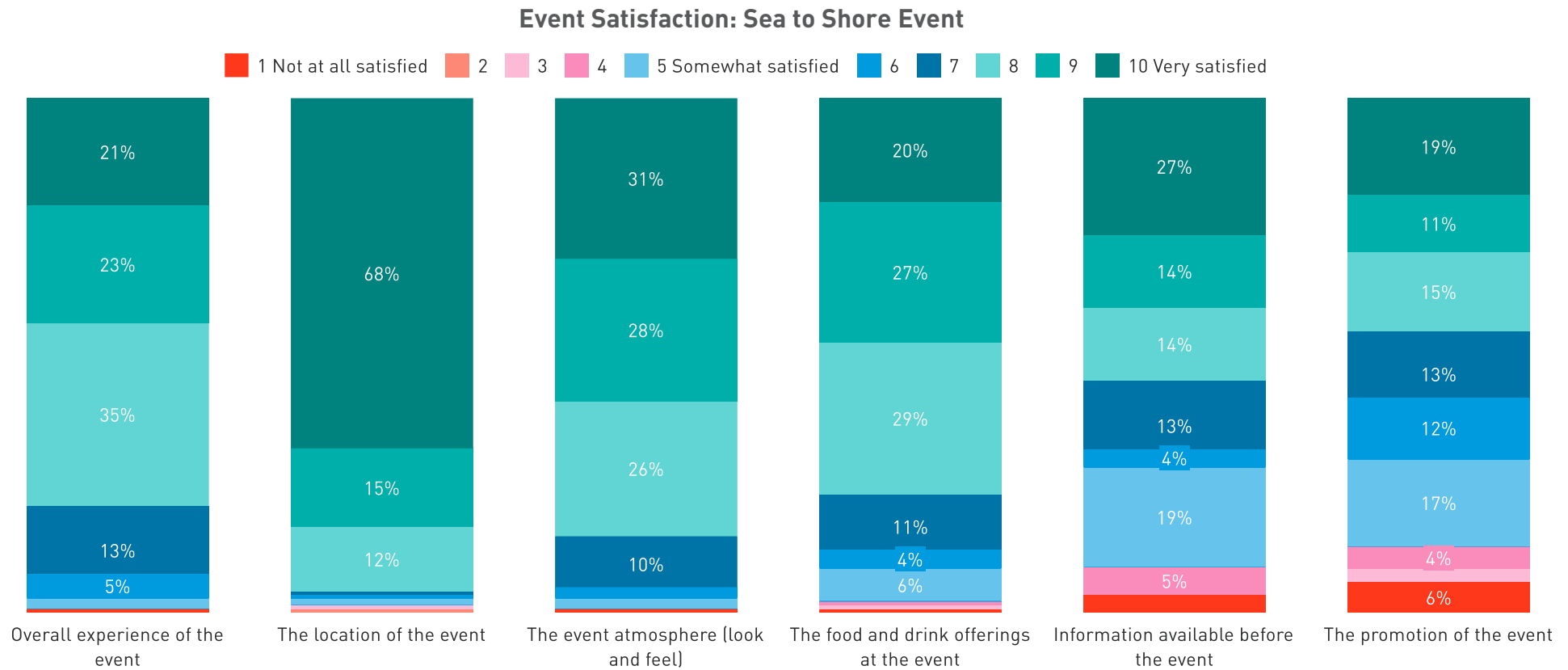


Likelihood to have visited Glenelg.

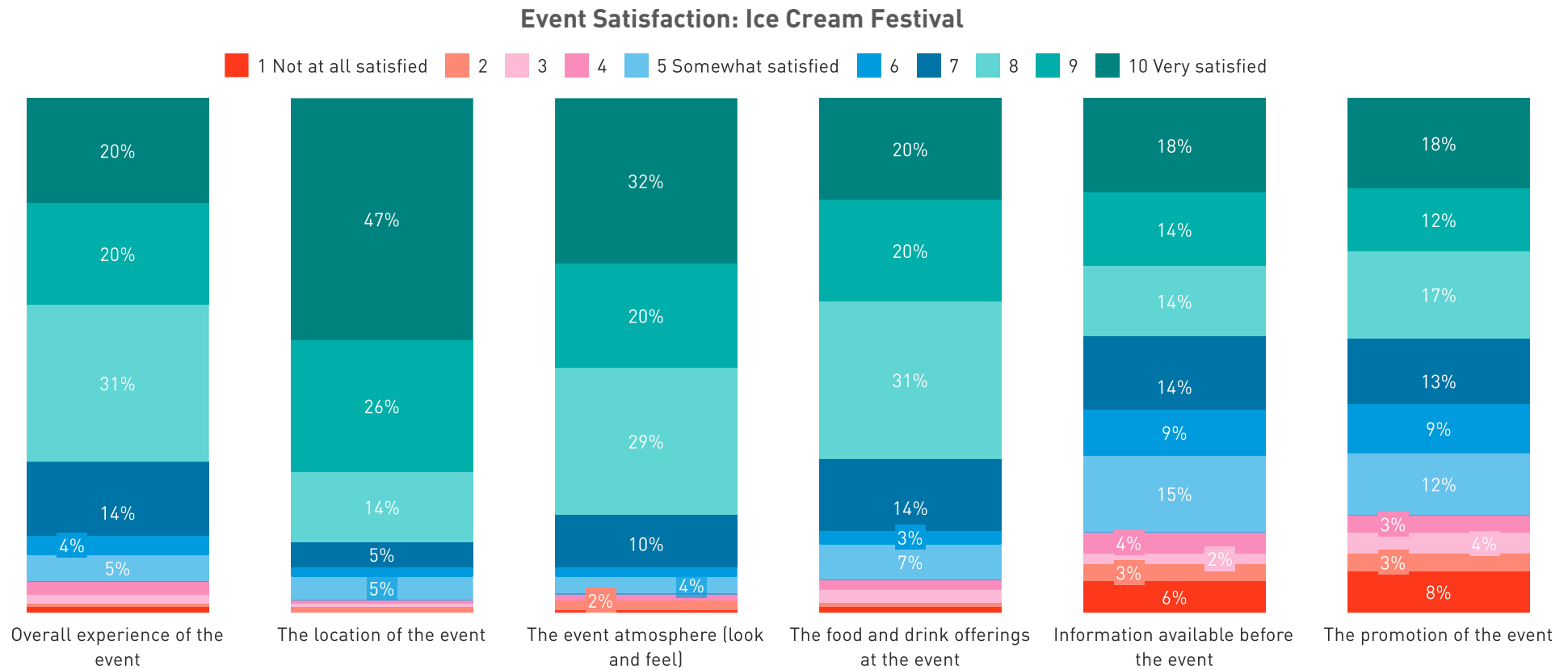
Likelihood to visit Glenelg if event had not been on that day



Event Satisfaction: Sea to Shore Event



Event Satisfaction: Ice Cream Festival

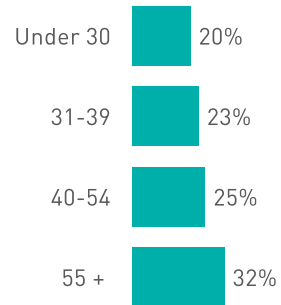




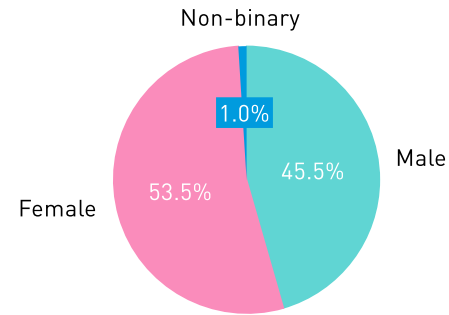
Appendix 2: **Respondent Profile**

Respondent profile

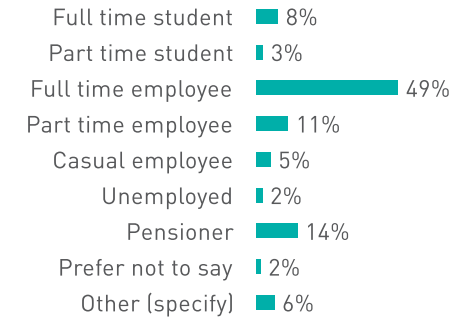
AGE



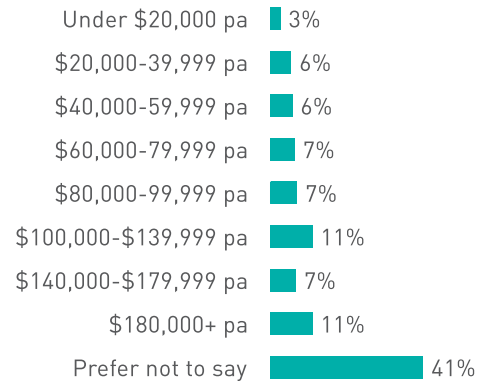
GENDER



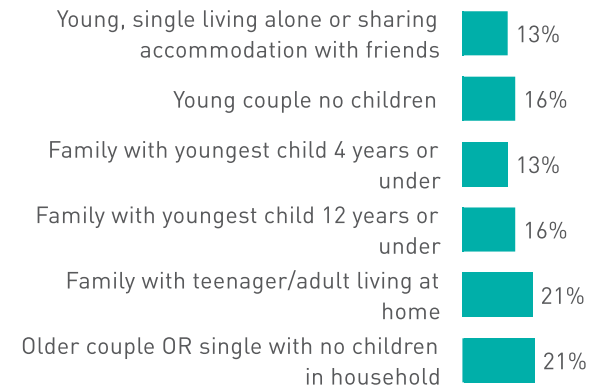
EMPLOYMENT



HOUSEHOLD INCOME

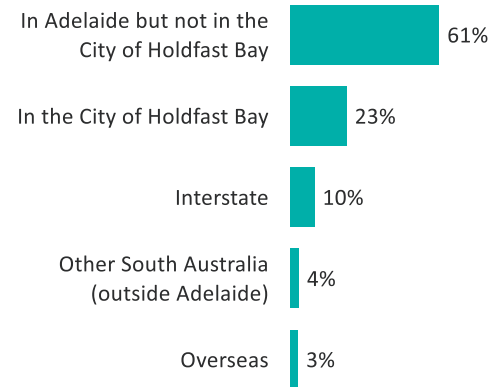


HOUSEHOLD

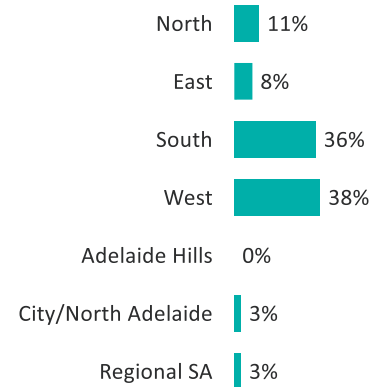


Respondent profile

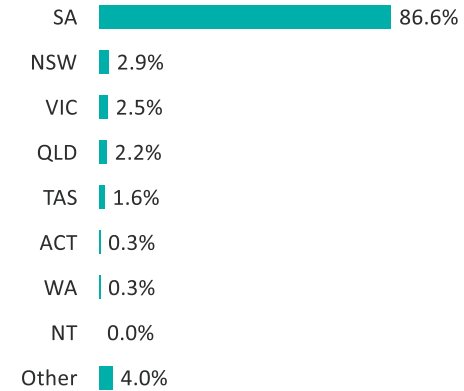
LOCATION



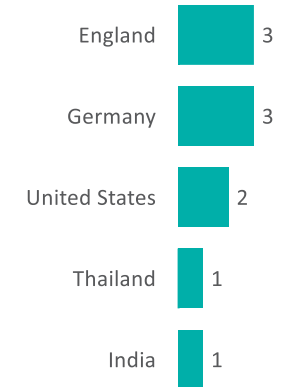
REGION (Adelaide)



STATE



COUNTRY (Overseas)



MCGREGOR TAN
RESEARCH. STRATEGY. SOLUTIONS.

THANK YOU