

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 September 2024 at 6pm



Roberto Bria
Chief Executive Officer



1. Opening

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

2. Kaurna Acknowledgement

We acknowledge Kaurna 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 Kaurna 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 7 August 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.

8. Reports By Officers

8.1 Events Report (Report No: 292/24)

8.2 Marketing Report (Report No: 291/24)

8.3 Monthly Finance Report (Report No: 290/24)

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 6 November 2024 in the Mayor’s Parlour – Glenelg Town Hall, Moseley Square, Glenelg.

11. Closure

Roberto Bria
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, it 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
- Two Jetty Road Traders provided the food offering on site
- A post event survey was undertaken by Gluttony to ticket holders who opted in to receive communications. This will also be sent to JRMC to complete
- In addition, Council undertook a Culture Counts face-to-face onsite survey.

A post event report will be submitted to Council and presented to JRMC at a future meeting.

SpendMapp Data notes a year-on-year (YOY) upward trend including a 14% improvement in spend when comparing Winter Wonderland to GWAFF 2023

	<i>Jul-22</i>	<i>Jul-23</i>	<i>% difference</i>
<i>Total Local Spend Glenelg</i>	\$ 36.6m	\$ 41.2	13%
<i>Dining Entertainment Glenelg</i>	\$ 12.1m	\$ 13.3m	10%
<i>Visitor Local Spend Glenelg</i>	\$ 24.7m	\$ 27.9m	13%

Gluttony provided the following key notes from the 2024 season (final report pending):

- 14,356 tickets issued – 4.38% ^ Year on Year (YOY)
- 40,000 attendance
- 32 individual events
- 124 individual ticketed sessions – 24% ^ YOY

Sea to Shore, Glenelg Seafood Festival

Location: Glenelg Foreshore

Date: 26 – 27 October 2024

Planning is underway for the 2024 event. The site capacity for the foreshore liquor licence has been confirmed as 2,500 persons.

- For 2024, the event has been extended to two 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
- Laura Sharrad has been engaged as the event’s ambassador and will curate the food offering
- Conversations are ongoing with regional producers
- Threefold Distilling (Holdfast Bay business) have been awarded the contract to manage the events liquor licence.
- Alison Jones has been engaged as Festival Designer to curate the site look and feel.
- SLICE digital agency has been engaged to curate the brand narrative and positioning

Glenelg Christmas Pageant

Location: Jetty Road and Colley Terrace, Glenelg

Date: 24 November 2024

Planning has commenced for the 2024 Glenelg Christmas Pageant. This year's Pageant will again include:

- Broadcast of the Pageant on Channel 44
- Visit Santa at the Glenelg Town Hall gallery
- Christmas activities in Moseley Square will include a youth maker market.

Float and participant registration will open on Monday 2 September 2024, and Pageant organisers are working closely with the Transforming Jetty Road team on a suitable route that will not be impacted by works in the City Zone.

New Year's Eve

Location: Glenelg Foreshore

Date: 31 December 2024, 6pm – 1am

Planning is well underway for 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. 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

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. Following input from the last committee meeting Thursday 23 January has been confirmed as the Ice-Cream Festival date.

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 Tour Down Under.

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:

- City-Bay Fun Run, 15 September 2024
- Giant Wheel bump from 21 October and open for 25 October 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: 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 2024–25 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

Sea to Shore, Glenelg Seafood Festival

Planning is underway in readiness for the Sea to Shore, Glenelg Seafood Festival. For 2024 the event has been extended to a two day/evening event over the weekend of 26-27 October 2024.

To complement the festival growth, the following marketing are being implemented:

- Year-round website presence on the Jetty Road website (live). This will include chef and producer profiles, demonstration stage sessions, educational content and more
- Digital advertising including video
- Dedicated Facebook event (live)
- Media release and pro-active PR
- Potential satellite events hosted by Jetty Road traders.

Branding from the 2024 event will remain the same.

Jetty Road Digital Review

The Committee requested a review of Jetty Road’s digital advertising to help inform scheduling, advert creation and spend moving forward. The review has been undertaken with findings to be presented to the committee.

Consumer News

- Tuesday 27 August 2024 promoting Father's Day. It was emailed to 11,145 subscribers, with an open rate of 23.2% (2,505 opens).

Trader News

- Transforming Jetty Road Update: Thursday 15 August 2024 was emailed to 406 recipients with a 44.5% open rate. The content focused on an update on the stormwater investigations and City zone update.
- Jetty Road Trader Newsletter: Friday 9 August 2024 (resent 12 August 2024) was emailed to 408 recipients with a 63% open rate. The content focused on the upcoming event season (City-Bay, Sea to Shore, Glenelg Seafood Festival and Glenelg Christmas Pageant), Trader Parking, Pigeon Mitigation Grant and the temporary closure of the Glenelg Jetty.

A schedule will be developed to ensure the Transforming Jetty Road and Jetty Road Trader emails are timed to not inundate traders and ensure engagement with newsletters is retained.

Website

July 2024 Update

- The website report indicates a consistent traffic to the website
- After the home page, News and Festival Offers were the highest visited pages and is consistent with the Social Media strategy to link users to the site from the Jetty Road Social Media Channels

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

Budget

The JRMC has allocated \$267,069 towards implementing the 2024-25 Marketing Plan.

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

Item No: 8.3

Subject: MONTHLY FINANCE REPORT

Summary

This report provides an update on the Jetty Road Mainstreet income and expenditure as at 31 July 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 2024–25 Jetty Road Mainstreet budget for the financial year has been delivered on track.

Refer Attachment 1

To assist with variances, phasing of the budget expenditure throughout the year will be undertaken. Allocations will also be adjusted to align with the endorsed Marketing Plan. The confirmed carry forward of \$ 87,579 will also be added to the overall budget and allocated accordingly.

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 JULY 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
Gift Card Income	-	-	-	-	-	-
Other Income	20,000	-	-	-	18,064	5,791
	727,115	707,115	707,112	(3)	635,693	666,029
Expenses						
Employee Costs	230,053	17,773	19,170	(1,396)	178,067	220,761
Sponsorships	45,000	-	-	-	25,855	40,595
Event Management	28,500	5,000	4,759	241	24,943	5,112
Retail Strategy Implementation	-	-	-	-	-	-
Christmas Decorations	-	-	-	-	-	-
Food & Drink	2,500	-	-	-	1,734	4,342
Directory Board	-	-	-	-	-	-
Donations	-	-	-	-	-	-
Lighting	-	-	-	-	4,742	10,533
COVID-19 Related Expenditure	-	-	-	-	-	-
Gift Card Expenditure	-	-	-	-	6,191	6,210
Other Expenditure	21,062	1,000	-	1,000	698	2,447
Marketing						
Social Media Management	70,000	-	-	-	47,258	9,358
Signage	15,000	-	-	-	27,500	12,000
Public Relations	50,000	-	-	-	22,096	52,528
Publications	-	-	-	-	77,724	65,018
Advertising	40,000	-	2,020	(2,020)	5,359	26,541
Promotions	-	-	-	-	35,566	38,543
Marketing Contingency	50,000	845	-	845	15,378	34,867
Events and Activations						
Pro Hustle Basketball	-	-	-	-	-	-
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
Spring Street Party	-	-	-	-	50,000	-
March Activation	-	-	-	-	-	-
	727,115	99,619	100,948	(1,330)	613,197	693,855
Net Profit/(Loss)*	0	607,496	606,164	(1,333)	22,496	(27,826)