

# Agenda

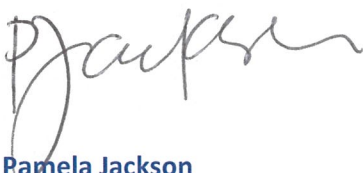
Jetty Road  
Mainstreet  
Committee

## 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**

6 November 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 4 September 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 Spendmapp Economic Update**

Ms Regan Forrest, Manager City Activation will provide an update on economic data for the Glenelg area.

**8. Reports By Officers**

- 8.1 Jetty Road Mainstreet Committee 2023-24 Summary (Report No: 367/24)
- 8.2 Jetty Road Events Update (Report No: 366/24)
- 8.3 Monthly Finance Report (Report No: 368/24)
- 8.4 Marketing Report (Report No: 369/24)

**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 December 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 MAINSTREET COMMITTEE 2023-24 SUMMARY**

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## Summary

Each year the Jetty Road Mainstreet Committee (JRMC) advises Council on the expenditure of funds raised through the separate rate payable on commercial properties in the Jetty Road Mainstreet Precinct. This report provides an overview of activities and outcomes in the 2023-24 financial year.

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## Recommendation

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

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## Background

The Jetty Road Mainstreet Committee (JRMC) is an advisory committee of Council established under Section 41 of the *Local Government Act 1999*. It is established to advise Council on:

- Enhancing and promoting the Precinct as a vibrant shopping, leisure and recreational area with year-round appeal to residents and visitors.
- Furthering the economic development of the Precinct and encouraging further retail investment in the Precinct.
- A consistent marketing and brand strategy for the Precinct initiatives required to operate the Precinct in accordance with the Council's Strategic Management Plans.
- The Committee will also maintain communication between the Council, traders, landlords, tourism providers, consumers and residents in the Precinct.

Each year the JRMC advises Council on the expenditure of funds raised through the separate rate payable on commercial properties in the Jetty Road Mainstreet Precinct. Activities funded through the separate rate can be broadly categorised into three categories: marketing activities, events and activations, and committee governance (including staff).

## Report

### ***Marketing activities***

Marketing activities through a range of channels are deployed to promote the precinct generally as well as targeted campaigns for key initiatives, seasonal shopping or to complement statewide tourism initiatives such as AFL Gather Round. Key activities and achievements are summarised by activity area as follows:

### *Jetty Road Magazine*

- Two Jetty Road LOCAL Magazines published – October and June
- 30,000 copies printed and distributed of each edition
- 14 businesses took part in the Winter Warmer Vouchers as part of the June edition
- Over 48 businesses featured plus additional features in the shopping guides and experience maps (Holdfast Walk, retail and brunch spots)

### *Social media*

- Social Media Strategy endorsed
- Increased integration between key events campaigns and social media channels (JR Magazine, Sea to Shore Glenelg Seafood Festival and Glenelg Ice Cream Festival)
- Facebook:
  - Over one million accounts reached (145.7% increase on 2023-24)
  - 84,100 content interactions (224.3% increase on 2023-24)
  - 33,700 followers (11.48% increase on 2023-24)
  - 10,600 link clicks (693.9% increase on 2023-24)
- Instagram:
  - 192,000 reach (257% increase on 2023-24)
  - 19,700 content interactions (100% increase on 2023-24)
  - 21,500 followers (6.1% increase on 2023-24)
  - 1,600 link clicks (100% increase on 2023-24)
  - Introduction of highlights for the Transforming Jetty Road Project, Sea to Shore Glenelg Seafood Festival and Glenelg Ice Cream Festival

### *Website*

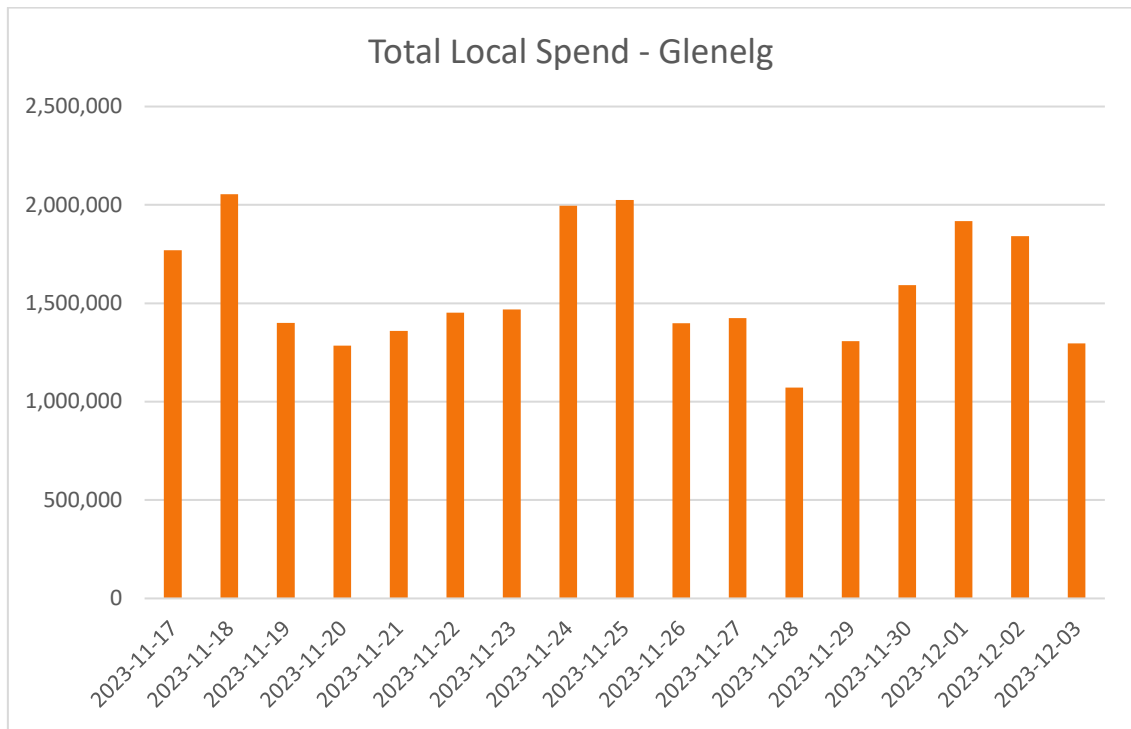
- 112,000 active users
- 81,000 from organic searching, 11,000 from social media
- What's On continues to be the most popular page with 22,000 views
- All magazine stories added to the website as blogs (35 across both editions) and turned into individual social media posts and/or stories to ensure all content created is used across multiple platforms (print, digital and social)
- New colour palette and video functionality added to home page of the website.

### *Campaigns*

- Shopback
  - Over 32 traders signed up
  - Initial campaign ran from November 2023 – April 2024 with an average weekly transaction total of \$1284 through the App.
  - \$10,000 outstanding campaign allocation to be used in 2024-25 financial year.
- Val Morgan Advertising Campaign
  - Collaboration with Council's Tourism Development team to promote Jetty Road and Glenelg to 150,000 cinema goers over 10 weeks to encourage staycations in the precinct.
  - Video which was created for the first Gather Round Campaign was again used
  - Advertisement aired in Wallis' Mitcham and Mount Barker Cinemas, Palace Nova's Prospect and East End cinemas, Event Cinemas Glenelg, Hoyts Norwood, Victa Cinema, Port Pirie Festival Centre and Chaffey Theatre.

- **Black Friday**
  - 37 businesses participated in Black Friday / Cyber Monday promotions. The campaign was launched Monday 20 November 2023 with individual deals released Thursday 23 November 2023. The campaign was promoted through:
    - Jetty Road Website Blog
    - Consumer Newsletter (55% open rate) and;
    - Social Media
      - Facebook reach: 30,700
      - Facebook clicks: 253
      - Instagram reach: 6,600
      - Instagram clicks: 55

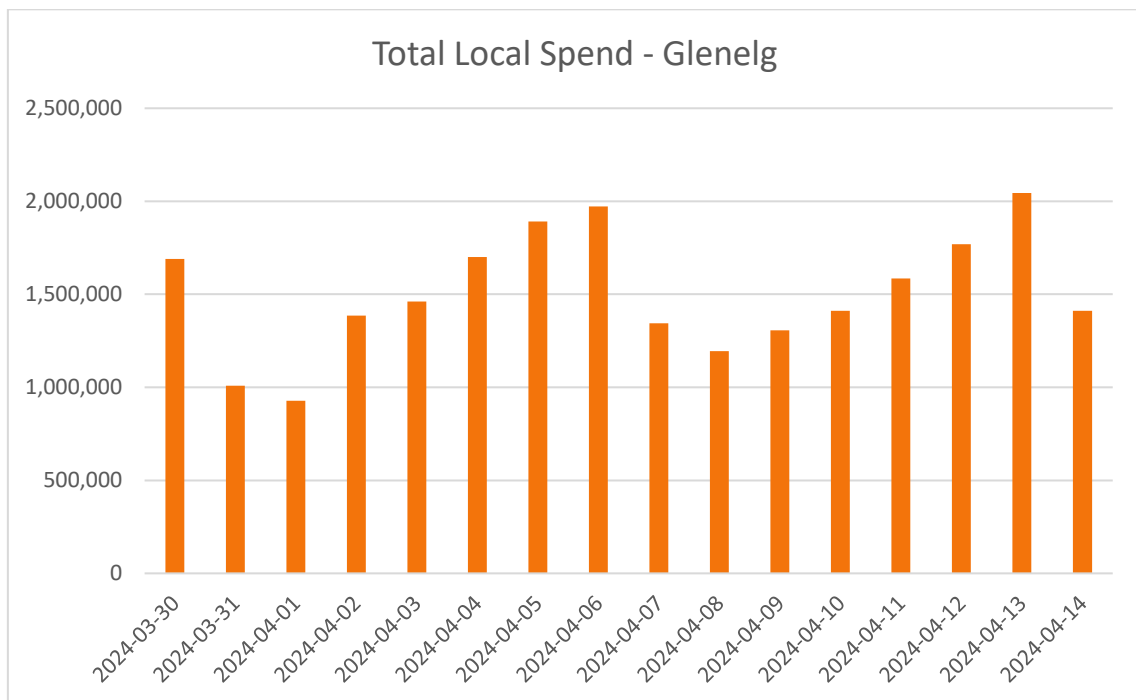
Total local spend in Glenelg (Source: Spendmapp) over the Black Friday period is shown below (note that Sunday 26 November was the date of the Glenelg Christmas Pageant).



- **International Women’s Day**
  - A digital campaign to celebrate the women of Jetty Road on Friday 8 March 2024. The campaign featured photos and information from women throughout the precinct and the connections they have with the local community. The campaign featured on the Jetty Road website and social media channels.
  - Social media reach for the campaign:
    - Instagram reach: 3,821
    - Facebook reach: 21,593

- Gather Round
  - Digital and precinct campaign targeting tourist visiting South Australia for Gather Round, 4-7 April 2024.
  - The digital campaign ran 26 March -7 April through social media advertising. Results for the paid campaign:
    - 166,000 Facebook and Instagram reach
    - 265,000 Facebook and Instagram impressions
    - 2,800 clicks to the website
  - This was complemented by:
    - Blog on the Jetty Road website
    - Tram stop advertising through the Adelaide CBD
    - Precinct signage (bins, Moseley Square banner, digital signs in the Bay Discovery Centre)
  - Results for the campaign as a whole:
    - 9,500 website clicks
    - Facebook reach: 138,900
    - Facebook link clicks: 1,700
    - Instagram reach: 21,700
    - Instagram clicks: 138

Total local spend in Glenelg (Source: Spendmapp) over the Gather Round period is shown below (Note Sunday 31 March 2024 was Easter Sunday).



- Asia Street Food by the Sea
  - Jetty Road Glenelg was a sponsor of the Asia Street Food by the Sea event 15 – 18 February 2024. In its second year, the event attracted 25,000 - 30,000 people to the precinct. Being held on the opening weekend of the Adelaide Fringe Festival this has fast become a significant event in the Glenelg event calendar. Jetty Road's sponsorship included:
    - Social Media promotion (12 pieces of content across Facebook and Instagram with a combined reach of 20,325)
    - Website blog linked to/from social media content and the EDM to continually drive people to the Jetty Road website
    - EDM content (51.9% open rate with 130 blog click throughs)
    - Moseley Square Banner and bin corflutes

#### *Newsletters*

- 25 Trader newsletters sent with an average open rate of 52. 2%
- 16 Consumer newsletters sent with an average open rate of 37%
- Both newsletters exceeded Mailchimp's recommended benchmark open rate of 34.23%

#### ***Events and activations***

##### *Glenelg Winter Arts Festival 2023*

*Co-funded event: JRMC contribution \$75,000*

The Glenelg Winter Arts Festival, held from 6-23 July, 2023, at Colley Reserve, marked a significant shift from the traditional ice-skating model to a vibrant cultural celebration. Delivered through a partnership with Gluttony Food and Wine Pty Ltd, the event attracted approximately 25,000 attendees, with a strong ticket sale of 13,754 across over 100 sessions.

The Festival featured a diverse lineup of 39 unique shows and workshops, enhancing Glenelg's reputation as a dynamic off-season destination. Notably, the event integrated local culture and commerce, hosting food stalls by Jetty Road, Glenelg traders, which not only supported local businesses but also enriched the festival experience.

A key achievement was the significant economic injection into the local economy, with an estimated \$24. 8 million spent in Glenelg during the Festival period—a 14% increase compared to the previous year's winter event. The Festival's success in drawing both locals and tourists underscored its potential as a staple in Adelaide's cultural calendar. The Glenelg Winter Arts Festival has not only revitalized the local winter economy but also set a precedent for future cultural programming in the region, promising more innovative and engaging experiences in the years to come.



*Sea to Shore: Glenelg Seafood Festival 2023*  
*Co-funded event: JRMC contribution \$50,000*

In 2023, the Sea to Shore Glenelg Seafood Festival returned for its second iteration to celebrate South Australia's rich seafood offerings. On 28 October 2023, from 11am to 10pm, the event unfolded along the Glenelg Foreshore and through Moseley Square into Jetty Road, attracting 22,000 attendees. This year's Festival expanded its reach, featuring nine diverse food vendors on the Foreshore and fifteen traders during the Street Party.

The Festival directly boosts local tourism and economic activity, highlighting local culinary arts, and fostering community engagement and cultural celebrations. By bringing together local and external traders, the Festival also promotes Holdfast Bay's strategic vision of a connected, vibrant, and economically sustainable community. The increased vendor variety and improved event layout contributed to a dynamic atmosphere, aligning with the strategic goals of enhancing public spaces and supporting the local economy.

*Glenelg Christmas Pageant 2023*  
*Sponsored event: JRMC contribution \$25,000*

On 26 November 2023, the Glenelg Christmas Pageant once again captured the hearts of the community, marking the festive season's start at Holdfast Bay. With events spanning from Jetty Road to Moseley Square, including the new addition of accessible viewing areas. Approximately 25,000 attendees enjoyed a diverse lineup of floats and performers, finishing with a visit from Santa. Pageant commentary was provided by Alex Schultz and PJ Oaten who hosted a CH44 broadcast of the event. The Glenelg Sunset Markets again added to the offering. Importantly the event promotes Glenelg's unique attributes and fosters community engagement and goodwill.

*Glenelg Ice Cream Festival 2024*  
*Co-funded event: JRMC contribution \$40,000*

The 2024 Glenelg Ice Cream Festival, held on 12 January, it is a culmination of community and culture, drawing a record crowd of 35,000 attendees. This event aligned with the festive summer spirit of South Australia's favourite beach destination. Featuring an expanded array of 11 external traders and numerous local activations, the festival offered a rich tapestry of flavours and experiences, catering to a diverse audience. Key highlights included family-friendly activities and a new Sensory Zone, enhancing accessibility and inclusivity. This Sensory Zone is designed for people who have a sensory dysfunction or a sensory processing disorder. This successful event not only boosted local business but also reinforced Glenelg's reputation as a prime location for community engagement and economic vitality, embodying the strategic goals of fostering a thriving, inclusive community as outlined in the Our Holdfast 2050+ strategic plan.

*Programs*

- October School Holiday Program
  - Radicool Reptiles
    - 10 October 2023 – Three sessions
    - 75 tickets sold (sold out)
  - Nature Collage with Saskia and Shadow
    - 5 October 2023 – Two sessions
    - 33 tickets sold

- April School Holidays - Jetty Road Trail
  - 13 April – 28 April 2024
  - 650 children took part in the trail
  - 10 traders provided vouchers to explore the precinct

### ***Jetty Road Mainstreet Committee***

Throughout 2023-24 two elections were held for new JRMC members.

#### *Independent members*

For the first time, JRMC advertised for and appointed two independent members to the Committee. Nominations opened in January and were promoted via LinkedIn. Six nominations were received with the two positions appointed in March 2024.

#### *Vacant positions*

Following the resignation of two committee members, previous trader applicants from the February 2023 and 2024 calls for nominations were contacted to fill the positions, with three of the four applicants still interested. Applications were assessed against a skills matrix by the Selection Panel and two new members appointed in June 2024.

#### *Committee governance*

The separate rate funds the employment of the Jetty Road Development Coordinator and Jetty Road Digital Marketing and Administration Officer.

## **Budget**

A total of \$660,238 was raised through the separate rate in 2023-24. The 2023-24 budget also included a carry forward of \$115,405 from 2022-23, and an additional \$6,645 of income was generated through other activities (e.g. magazine advertising sales). All activities were completed within this budget, with \$88,433 carried forward to the 2024-25 financial year.

## **Life Cycle Costs**

Not applicable

## **Strategic Plan**

Innovation: entrepreneurialism for lifelong growth, economic and social vibrancy

## **Council Policy**

Jetty Road Mainstreet Committee Terms of Reference

## Statutory Provisions

Not applicable

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**Written By:** Jetty Road Development Coordinator

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

**Item No:** 8.2

**Subject:** JETTY ROAD EVENTS UPDATE

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## 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.

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## Recommendation

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

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## 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 3-year licence agreement with Gluttony Food and Wine Pty Ltd to deliver the Glenelg Winter Arts Festival on Colley Reserve. The 2024 event was successfully delivered. Attendance was approximately 40,714, with 14,356 tickets sold. Administration is currently working with Gluttony Food and Wine Festival Pty Ltd regarding future delivery models to ensure the event will continue to meet Council's success criteria for a winter activation while being sustainable to deliver.

***Sea to Shore, Glenelg Seafood Festival***

Location: Glenelg Foreshore

Date: 26 – 27 October 2024

The 2024 event was successfully delivered with an expanded footprint on the Glenelg Foreshore featuring 14 food vendors and a demonstration stage showcasing live cooking demonstrations throughout the Festival. Estimated attendance from across the weekend was approximately 21,000 patrons. A more detailed report, including results from the market research conducted during the event will be presented at a future JRMCM meeting.

***Glenelg Christmas Pageant***

Location: Jetty Road and Colley Terrace, Glenelg

Date: 24 November 2024

Planning is underway for the 2024 Glenelg Christmas Pageant. Registrations have now closed with the list of participants finalised. This year's Pageant will include:

- television 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;
- access and Inclusion overlay to include a sensory zone; and
- additional toilets added in response to feedback from the previous event.

Due to the planned Transforming Jetty Road works in the City Zone, the 2024 pageant route will commence at the Gordon/Partridge Street intersection, travelling along Jetty Road and Colley Terrace before finishing at Wigley Reserve. Pageant organisers continue to work closely with the Transforming Jetty Road team on minimising the impact of works in the City Zone on attendee experience.

***The Local***

Location: Jimmy Melrose Park

Date: Saturday 30 November, 2pm – 9pm

The Local is a free, family-friendly live music event that 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 will be 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

Planning is 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

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. An Expression of Interest (EOI) for vendor inclusion was released on 17 October 2024. At the time of writing this report, eight external vendors have been confirmed. The popular fashion parade will return. 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 25<sup>th</sup> 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:

- Remembrance Day Glenelg, 11 November 2024
- Sunset Markets, 24 November and 8 December 2024
- Moseley Beach Club, from 2 December 2024
- Mort Daly Running Foundation Carnival, 15 December 2024
- Bay Sheffield, 28-29 December 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

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**Written By:** Event Lead

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

**Item No:** 8.3  
**Subject:** MONTHLY FINANCE REPORT

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## Summary

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

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## Recommendation

**That the Jetty Road Mainstreet Committee:**

1. notes this report; and
  2. reallocates \$\_\_\_\_\_ from the Marketing Contingency budget to the signage budget.
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## 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 September has been delivered on track.

*Refer Attachment 1*

The Budget variances are:

- Advertising: online advertising costs are charged to a credit card with monthly reconciliation falling outside the report period.

### ***Re-allocation of funds***

Through the budget process, the JRMC considered upgrading the signage on the light posts within the precinct. This project was put on hold to align with the Transforming Jetty Road Project. It has been confirmed that the signage can stay as part of the project, therefore the JRMC can commence plans to upgrade these signs.

Project options were circulated to the Committee for consideration and will be presented by the Jetty Road Mainstreet coordinator at the 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

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**Written By:** Jetty Road Development Coordinator

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

# Attachment 1



## INCOME & EXPENDITURE STATEMENT 30 SEPTEMBER 2024

	Annual Budget	YTD Budget	YTD Actuals	Variance	2022/23 Actuals	2023/24 Actuals
<b>Revenue</b>						
General Rates Raised	707,115	707,115	707,112	(3)	617,629	660,238
Other Income	20,000	2,487	-	(2,487)	18,064	5,791
	<b>727,115</b>	<b>709,602</b>	<b>707,112</b>	<b>(2,490)</b>	<b>635,693</b>	<b>666,029</b>
<b>Expenses</b>						
Employee Costs	230,053	53,000	55,130	(2,130)	178,067	220,761
Sponsorships	40,000	-	-	-	25,855	40,595
Event Management	57,000	6,000	4,963	1,037	24,943	5,112
Food & Drink	5,000	200	172	28	1,734	4,342
Lighting	5,000	-	-	-	4,742	10,533
Gift Card Expenditure		-	-	-	6,191	6,210
Other Expenditure	5,000	5,000	2,706	2,294	698	2,447
<b>Marketing</b>						
Signage	20,000	-	-	-	27,500	12,000
Public Relations	58,000	5,000	2,258	2,742	22,096	52,528
Publications	50,000	-	-	-	77,724	65,018
Advertising	52,000	8,000	7,874	126	5,359	26,541
Promotions	40,000	-	-	-	35,566	38,543
Marketing Contingency	78,495	1,500	983	517	15,378	34,867
<b>Co-funded Events</b>						
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	-
	<b>815,548</b>	<b>153,700</b>	<b>149,086</b>	<b>4,614</b>	<b>565,939</b>	<b>684,497</b>
<b>Net Profit/(Loss)*</b>	<b>(88,433)</b>	<b>555,902</b>	<b>558,026</b>	<b>2,124</b>	<b>69,754</b>	<b>(18,468)</b>

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

**INCOME & EXPENDITURE STATEMENT 30 SEPTEMBER 2024**

		Annual Budget	YTD Budget	YTD Actuals	Variance
<b>Expenses</b>					
<b>Marketing</b>					
Signage	Bus wraps, Holdfast Walk and light posts	20,000	-	-	-
Public Relations	PR, Blogs and Consumer News, Faces of Jetty Road, photoshoot	58,000	5,000	2,258	2,742
Publications	JR LOCAL Magazine	50,000	-	-	-
Advertising	Social Media advertsing, Website, Google Adwords, YouTube advertising	52,000	8,000	7,874	126
Promotions	Shopping campaigns including Jetty Road Gift Card	40,000	-	-	-
Marketing Contigency	Marketing contingency including bran	78,495	1,500	983	517
		<b>298,495</b>	<b>14,500</b>	<b>11,115</b>	<b>3,385</b>

**Item No:** 8.4

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

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## Summary

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

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## Recommendation

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

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## 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***

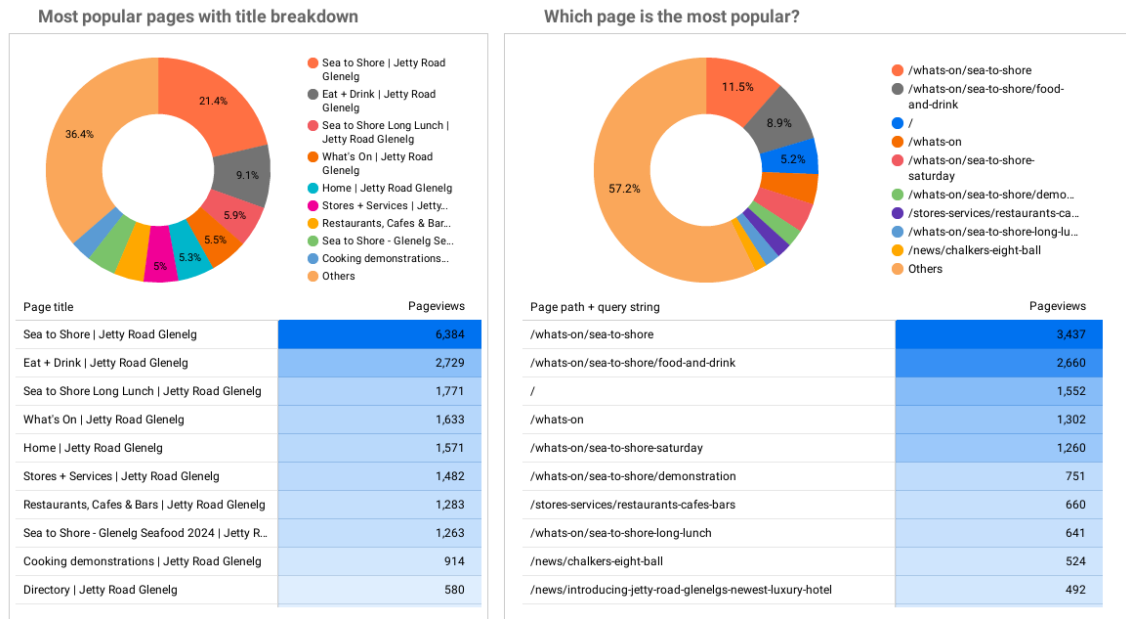
Sea to Shore, Glenelg Seafood Festival was held Saturday 26 and Sunday 27 October 2024.

To complement the Festival growth, the following marketing was implemented:

- Year-round presence on the Jetty Road website, including the lineup of who will be part of the event, a promotional video, information about the demonstration stage sessions and satellite events and more. Post event, the site will be used to highlight the 2024 event and be used to attract interest for vendors, producers and sponsors for 2025. Digital advertising including ads using the promotional video.
- Dedicated Facebook Event with 4,100 people interested in attending the event.
- Pro-active Public Relations with two news weather crosses (Channel 10 and Channel 7), radio interviews, event listing placement and influencer engagement.
- Strong vendor engagement from 14 food vendors and 13 cooking demonstrations.

The event was underway at the time of writing this report, with a full debrief and review yet to be undertaken.

The Sea to Shore event was the most visited section of the Jetty Road website for the period 21 September – 20 October 2024:



**Jetty Road Digital Review**

The JRMC requested an independent review of Jetty Road’s digital advertising to help inform advertising placement, advertisement creation and spend moving forward. The review will be presented by the Jetty Road Development Coordinator at the meeting.

**School Holiday Programs**

During the October school holidays, Jetty Road hosted the school holiday program, Radicool Reptiles, over two days and supported Pizza Making in Moseley as part of Play at the Bay.

**Radicool Reptiles**



**Radicool Reptiles Fast Facts:**

- Wednesday 2 October and Thursday 3 October 2024
- Two sessions per day - 10:30am – 11:30am and 12:00pm – 1:00pm
- Held in the Glenelg Library
- All sessions sold out with 83 tickets sold and 50 supervising adults attending

- All attendees left with a booklet of Jetty Road vouchers to be redeemed at participating stores (6 businesses took up this opportunity).
- Organic Social media engagement:
  - Facebook – 2,071 reach
  - Instagram – 115 engagements, 2,338 reach

#### *Pizza Making on Moseley Fast Facts:*

- Thursday 10 October 2024
- Sold out
- Four sessions held with 12 children at each session
- Collaborated with the Jetty Road trader Doughballs
- All attendees left with a booklet of Jetty Road vouchers to be redeemed at participating stores (6 businesses took up this opportunity).

#### ***Jetty Road Gift Card***

The Jetty Road Gift Card initiative was launched to traders with significant interest and take up. Over the coming weeks, traders will be visited individually to sign up with the initiative to be launched in time for Black Friday and Christmas trade.

#### ***Consumer News***

- Wednesday 18 September 2024 (resent Friday 20 September) promoting the Sea to Shore event, was emailed to 10,957 subscribers, with an open rate of 31.9% (3,491 opens).
- Thursday 26 September 2024 promoting The Long Lunch, which was part of the Sea to Shore event, was emailed to 10,957 subscribers, with an open rate of 28.4% (3,082 opens).
- Tuesday 22 September 2024 promoting the Sea to Shore event, was emailed to 10,969 subscribers, with an open rate of 25.4% (3,491 opens).

#### ***Trader News***

- Jetty Road Trader Newsletter: Friday 30 August 2024 (resent Monday 2 September 2024) was emailed to 406 recipients with a 52.5% open rate. The content focused on single-use plastic ban, Small Business Mentoring, the Sea to Shore event and Energy Grants.
- Jetty Road Trader Newsletter: Friday 13 September 2024 was emailed to 404 recipients with a 63% open rate. The content focused on the Glenelg Christmas Pageant, the Lumary City-Bay Fun Run, the Glenelg Sunset Markets and trader cardboard and soft plastic recycling.
- Jetty Road Trader Newsletter: Friday 27 September 2024 was emailed to 404 recipients with a 51.4% open rate. The content focused on the Jetty Road Gift Card, the Play at the Bay and Sea to Shore events.
- Jetty Road Trader Newsletter: Friday 18 October 2024 (resent Sunday 20 October 2024) was emailed to 407 recipients with a 55% open rate. The content focused on Jetty Road Policing, Jetty Road Gift Card, the Glenelg Ice Cream Festival Expression of Interest (EOI) and the Jetty Road Magazine.



## **Website**

### *August and September 2024 Update*

- The website report indicates consistent traffic to the website
- Since the launch of the Sea to Shore event, it has been a key driver of website traffic, closely followed by directory pages which is expected through direct links from social media.

## **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 \$298,495 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

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**Written By:** Jetty Road Development Coordinator

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