

# 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**

12 February 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 15 January 2025 be taken as read and confirmed.**

**6. Questions by Members**

6.1 **Without Notice:**

6.2 **On Notice:** Nil

**7. Presentations:** Nil





**8. Reports By Officers**

- 8.1 Monthly Finance Report (Report No: 23/25)
- 8.2 Marketing Report (Report No: 25/25)
- 8.3 Jetty Road Events Update (Report No: 24/25)
- 8.4 Sea to Shore Glenelg Seafood Festival (Report No: 26/25)
- 8.5 Committee Self-Assessment (Report No: 27/25)
- 8.6 Social Media Report – December 2024 (Report No: 28/25)
- 8.7 Jetty Road Mainstreet Committee Terms of Reference (Report No: 29/25)
- 8.8 Jetty Road Mainstreet Committee Nominations (Report No: 30/25)
- 8.9 Resource Review (Report No: 31/25)

**9. Urgent Business – Subject to the Leave of the Meeting**

**10. Items in Confidence**

- 10.1 Winter Activation (Report No: 32/25)

***Pursuant to Section 87(10) of the Local Government Act 1999 the Report attached to this agenda and the accompanying documentation is delivered to the Committee Members upon the basis that the Committee considers the Report and the documents in confidence under Part 3 of the Act, specifically on the basis that Committee will receive, discuss or consider:***

- d. commercial information of a confidential nature (not being a trade secret) the disclosure of which –
  - i. Could reasonably be expected to prejudice the commercial position of the person who supplied the information, or to confer a commercial advantage on a third party; and
  - ii. Would, on balance, be contrary to the public interest



**11. Date and time of next meeting**

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 5 March 2025 in the Mayor's Parlour – Glenelg Town Hall, Moseley Square, Glenelg.

**12. Closure**

A handwritten signature in blue ink, appearing to read "P Jackson", is written over the printed name.

**Pamela Jackson**  
Chief Executive Officer



**Item No:** 8.1

**Subject:** MONTHLY FINANCE REPORT

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## Summary

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

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## Recommendation

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

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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 December has been delivered on track.

*Refer Attachment 1*

Significant budget variances are:

- Sponsorships: \$25,000 was committed to the 2024 Glenelg Christmas Pageant. The remaining sponsorship budget is currently unallocated.
- A variation of \$6,677 in Other Expenditure is credit card expenditure yet to be allocated to the appropriate budget line
- Other variances are due to timing

## 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:** Business Development Partner

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

# Attachment 1



**INCOME & EXPENDITURE STATEMENT 31 DECEMBER 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	8,935	813	(8,122)	18,064	5,791
	<b>727,115</b>	<b>716,050</b>	<b>707,925</b>	<b>(8,125)</b>	<b>635,693</b>	<b>666,029</b>
<b>Expenses</b>						
Employee Costs	230,053	116,417	107,743	8,675	178,067	220,761
Sponsorships	40,000	-	25,000	(25,000)	25,855	40,595
Event Management	57,000	25,138	5,561	19,577	24,943	5,112
Food & Drink	5,000	977	910	67	1,734	4,342
Lighting	-	-	674	(674)	4,742	10,533
Gift Card Expenditure	-	-	-	-	6,191	6,210
Other Expenditure	5,000	-	6,877	(6,877) **	698	2,447
<b>Marketing</b>						
Social Media Management	10,000	5,000	913	4,087	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	20,000	10,200	9,800	77,724	65,018
Advertising	52,000	20,000	21,802	(1,802)	5,359	26,541
Promotions	40,000	5,000	5,440	(440)	35,566	38,543
Marketing Contingency	33,495	16,322	11,794	4,527	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	-	50,000	50,000	40,000
Seafood Festival	50,000	50,000	50,000	-	-	50,000
Spring Street Party	-	-	-	-	50,000	-
	<b>815,548</b>	<b>433,354</b>	<b>341,337</b>	<b>92,017</b>	<b>613,197</b>	<b>693,855</b>
<b>Net Profit/(Loss)*</b>	<b>(88,433)</b>	<b>282,696</b>	<b>366,588</b>	<b>83,892</b>	<b>22,496</b>	<b>(27,826)</b>

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

\*\* \$6,877 in other expenditure is credit card expenditure yet to be allocated

**INCOME & EXPENDITURE STATEMENT 31 December 2024**

Expenses		Annual Budget	YTD Budget	YTD Actuals	Variance	2022/23 Actuals	2023/24 Actuals
<b>Marketing</b>							
Social Media Management		10,000	5,000	913	4,087	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	20,000	10,200	9,800	77,724	65,018
Advertising	Social Media advertsing, Website, Google Adwords, YouTube advertising	52,000	20,000	21,802	(1,802)	5,359	26,541
Promotions	Shopping campaigns including Jetty Road Gift Card	40,000	5,000	5,440	(440)	35,566	38,543
Marketing Contingency	Marketing contingency including bran	33,495	16,322	11,794	4,527	15,378	34,867
		<b>303,495</b>	<b>115,822</b>	<b>69,572</b>	<b>46,250</b>	<b>230,880</b>	<b>238,855</b>

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

**Item No:** 8.2

**Subject:** **MARKETING REPORT**

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## 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.

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## Recommendation

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

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## 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 Summer edition***

The Jetty Road LOCAL Magazine is a key initiative for the Jetty Road precinct. The Summer edition was distributed in mid-December 2024 and is in circulation until May 2025. This edition has a greater focus on the visitor market, focusing on summer days and nights, entertainment and events. Distribution included accommodation providers and visitor services throughout the Adelaide CBD and along the coast from Henley Beach to Seacliff.

A review of the magazine is currently underway and will be completed within the next two weeks. A report will be prepared with a presentation by Intuito Market Research at a future meeting.

### ***Light Pole Banners***

A new set of banners have been installed on 42 light poles along Jetty Road. Installation was timed prior to the Glenelg Ice Cream Festival (23 January 2025). The banners are the first significant roll-out of the new branding for the Jetty Road precinct.



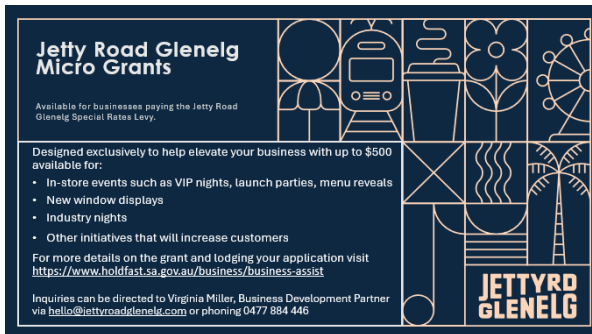


**Consumer News**

The Jetty Road consumer e-newsletter was emailed to 7,886 subscribers on Thursday 9 January 2025 promoting where to dine this summer, the Jetty Road LOCAL Magazine, parking options for visitors, what’s on this summer and showcasing one of the precinct’s standout businesses. The January edition attracted 40.4% open rate, and November 2024, a 26.5% open rate.

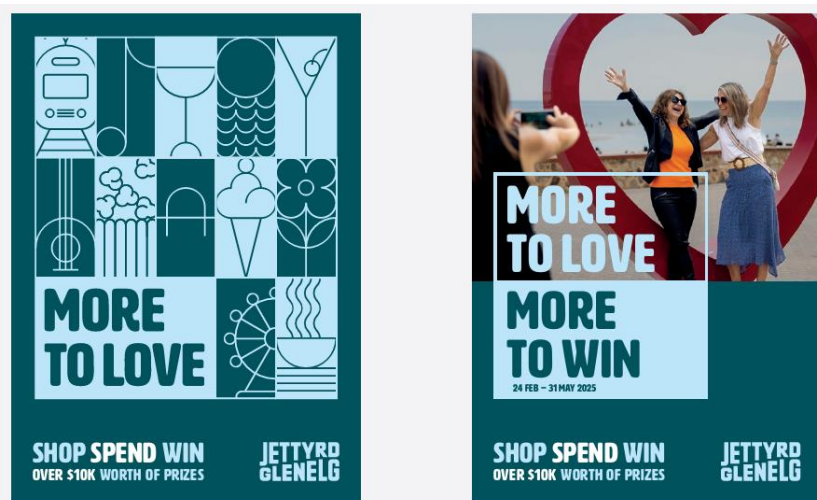
**Micro Business Grant**

Businesses were provided with information on the Micro Business Grant program during the week commencing 20 January 2025. Grants of up to \$500 are available for activations and initiatives such as VIP nights, launch parties, menu reveals, new window displays, industry nights or other initiatives that will increase customers.



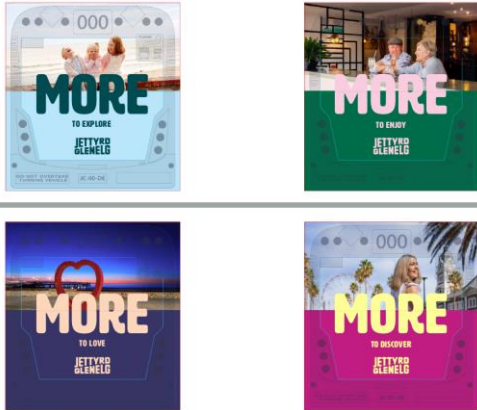
**More to Love - More to Win competition**

More to Love - More to Win is expected to commence on 31 March 2025 and conclude on 31 May 2025. The competition will encompass the entire precinct with an emphasis on shopping local and attracting visitation to the precinct. Approximately \$10,000 worth of prizes will be on offer, with weekly prize draws of \$500, a mid-way major prize of a travel voucher valued at \$2,000, culminating with a final major prize of two E-Bikes valued at \$2,000 each.



### ***Bus backs promotional campaign***

The bus campaign will commence on 10 February 2025 for a period of six months and coincide with the *More to Love - More to Win* competition. The grid design has not been applied to the bus backs due to the grid images not being legible from a distance. The focus has been to utilise imagery, the Jetty Road logo and enticing with the word 'More'.



### **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

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**Written By:** Business Development Partner

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

**Item No:** 8.3

**Subject:** JETTY ROAD EVENTS UPDATE

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## Summary

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

### ***New Year's Eve***

New Year's Eve (NYE) celebrations attracted an estimated 50,000 attendees for the 9:30pm family fireworks on Glenelg Foreshore with an estimated 60,000 people present for the midnight fireworks.



Organised celebrations are an important means of reducing risk for unplanned and unmanaged crowds converging on the area. As part of planning for NYE there was close liaison and engagement with South Australia Police (SAPOL), Metropolitan Fire Service (MFS), South Australia Ambulance Service (SAAS), St John, Surf Life Saving SA as well as local clubs and businesses. This included development of a comprehensive risk assessment and emergency management plan. During the evening an Event Operations Centre (EOC) was operational in the Glenelg Town Hall and staffed by representatives from SAPOL, Surf Life Saving SA, St John, and Council administration.

The event successfully delivered a vibrant, inclusive, and safe celebration with high community engagement, including a program of DJs who kept the crowds entertained from 6pm to midnight. Each year there is a comprehensive debrief to review any operational challenges identified. Improvements implemented this year significantly reduced the number of vehicles needing to be towed away. Traffic congestion post event appeared reduced compared to previous years. While SAPOL and St John reported several incidents commensurate with the gathering of a large crowd, the event proceeded without major incident.

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

The Glenelg Ice Cream Festival returned to Jetty Road for the third summer in a row, on Thursday 23 January 2025 from 4pm to 10:30pm. The event sees Jetty Road, Glenelg come alive with kids' activities, food stalls, pop-up bars, retail, music, entertainment and lots of ice cream from South Australia's best ice creameries. Due to the overwhelming attendance for the 2024 event, there was an increased focus for the 2025 event to extend along side streets with additional street furniture, colourful umbrellas, and a dedicated kids' zone on Nile Street.

The Ice Cream Village located down the eastern end of Jetty Road featured 13 external ice cream vendors. There was increased participation from Jetty Road traders, with several hosting outdoor activations during the event.

The Chapel Plaza entertainment precinct is always a popular central location of the event, with a main stage featuring live bands and a catwalk for two fashion parades showcasing clothing from 10 Jetty Road traders.

To celebrate 25 years of the Santos Tour Down Under, St Louis Gelateria and Council collaborated on a special activation called 'Spin your own Gelato' where attendees could ride a stationary bike to churn their own gelato. The bike featured branding for the Santos Tour Down Under, and there was also a guest appearance from Mr Oppy, the Santos Tour Down Under mascot.

Staff from Glenelg Library provided a free craft activity in the kids' zone on Nile Street where over 600 people came through. The Library also hosted a 'Sensory Space' from 4pm to 8pm which had approximately 100 people attend. Spectrum Connect was engaged to create this space, which was a well-received quiet area for children, families and adults to have a break from the crowds.

Held on a weekday evening as a pre-event celebration before the Santos Tour Down Under stage start on the Friday morning, the event drew approximately 30,000 attendees throughout its duration and attracted a more family friendly crowd than previous years, creating a very inclusive, safe, and joyful atmosphere for attendees.

### ***Santos Tour Down Under***

The City of Holdfast Bay hosted the start of the Men's Hahn Stage 4 of the 2025 Santos Tour Down Under on 24 January 2025. Approximately 15,000 spectators lined Colley Terrace and Jetty Road Glenelg to watch the world's best male cyclists depart for Victor Harbor at 11:10 am. The start was officiated by Deputy Mayor Jane Fleming, while City of Holdfast Bay, Chief Executive Officer Pamela Jackson delivered the Acknowledgement of Country. In a spectacle that captivated both locals and visitors, two Australian Defence Force fly overs accompanied the race start, showcasing strong community and national support.

Glenelg, a popular beachside destination renowned for its historic Jetty Road precinct, benefited from heightened media coverage and increased foot traffic throughout the event period. As the first UCI World Tour race of the year and the largest cycling race in the southern hemisphere, the Santos Tour Down Under continues to draw significant international attention, further elevating Holdfast Bay's position as a premier tourism and event destination.

### ***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 31 March 2025
- Glenelg Sunset Markets, Jimmy Melrose Park, 9 February, 9 March and 13 April 2025
- Accessible Beach Days, Glenelg Beach, 9 & 22 February, 9 & 22 March 2025
- Corvettes Rock the Bay, Wigley Reserve, 9 February 2025
- Asia Oasis Street Food Festival by the Sea, Jimmy Melrose Park, 13-16 February 2025
- LIV Golf Shuttle Bus DJ activation, Colley Terrace bus shelter, 14-16 February 2025
- All Japan Day, Wigley and Colley Reserves, 23 February 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

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**Written By:** Event Lead

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

**Item No:** 8.4

**Subject:** SEA TO SHORE GLENELG SEAFOOD FESTIVAL 2024

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## Summary

The third Sea to Shore Glenelg Seafood Festival was held over the weekend of 26-27 October 2024. The event featured a demonstration stage and 14 food vendors offering fresh, expertly prepared South Australian seafood. A total of 21,335 people attended the event across the two days.

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## Recommendation

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

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## Background

The Sea to Shore Glenelg Seafood Festival (Sea to Shore) is a destination development event, aiming to bolster Glenelg's reputation as Adelaide's premier location to enjoy fresh, high quality South Australian seafood. Sea to Shore also leverages South Australia's reputation as the country's foremost destination for food and wine tourism, providing a showcase for the state's regional seafood producers.

The inaugural Sea to Shore was held in 2022 on the final Saturday of October, comprising a daytime curated offering on the Glenelg Foreshore along with activations in Moseley Square, followed by an evening street party along Jetty Road Glenelg. The event was repeated in 2023, with a similar timing and event design.

The key target audience for Sea to Shore is adults 25-60 years old who are medium to high income earners willing to pay for unique experiences. While it is intended to be accessible to all, including families, the event does not incorporate child-focused activities or play zones (unlike the Glenelg Ice Cream Festival, which intentionally targets a child/family audience).

Sea to Shore is jointly funded by Council and the Jetty Road Mainstreet Committee.

## Report

The vision for the 2024 Sea to Shore event was to build its reputation as Adelaide's only dedicated seafood festival, bringing the finest flavours, chefs and producers to the Glenelg foreshore. Based on experience and feedback from the first two events, the following changes and innovations were made for the 2024 event:

- Feedback and observations from previous years was that there was a marked disconnect between the foreshore activation and the Jetty Road street party. It was thus decided to focus the event entirely on the Foreshore. This allowed the Foreshore offering to be expanded and the duration of the event extended from a single day to a weekend. The event was open from 11am – 9pm on Saturday 26 October 2024 and 11am – 8pm on Sunday 27 October 2024.
- An Event Ambassador was engaged to curate the offering and act as a recognisable identity to promote the event, as well as be a drawcard on the day. MasterChef contestant and restaurateur Laura Sharrad was engaged to be the Event Ambassador for 2024.
- Administration successfully secured Farquhar Kitchens, to provide a portable demonstration kitchen as used at Tasting Australia and CheeseFest events, to program cooking demonstrations across both days. This provided attendees with an opportunity to meet with chefs and producers, learn about their processes, and sample their product.

With the event design focused on the curated offering on the foreshore, the number of stalls increased from eight in 2023 to 14 in 2024. Curated by the Event Ambassador, the participating businesses were as follows:

Holdfast Bay businesses:

- Oliveti
- Oyster Bar Holdfast Shores
- Fair Seafood

Regional producers:

- Coorong Wild Seafood (Coorong/Murraylands)
- Kuti Shack (Fleurieu Peninsula)
- Franklin Harbour Co (Eyre Peninsula)
- Dinko Tuna (Eyre Peninsula)

Prominent Adelaide restaurants:

- africola canteen
- Anchovy Bandit
- Braising Boy
- Comida
- HNLV
- Ragi's
- The Thai Guy

Holdfast Bay business Threefold Distilling was the bar operator for the festival. In addition, the head chef from Luciano's on the Marina was featured on the demonstration stage.

Total attendance across the weekend was 21,335 (10,017 on Saturday and 11,318 on Sunday). This compares to 6,090 patrons attending the 2023 event on the Foreshore, and an estimated 16,000 at the street party. In 2024 Sunday's attendance was projected to be higher, until winds and cooler weather increased over the course of the afternoon.

### ***Satellite events***

While there were no Jetty Road Glenelg businesses directly involved in the Foreshore activation (two Jetty Road businesses, a coffee retailer and an ice cream vendor, had to withdraw prior to the event), Jetty Road Glenelg businesses were encouraged to hold their own satellite events and special offers as a cross promotional opportunity. Businesses who took advantage of this opportunity include Ballet Wine Bar, Moseley Bar and Kitchen and Fourth.

In addition, to coincide with the event, the Stamford Grand extended their licence into Moseley Square with acoustic musicians and an aesthetic designed to complement the Sea to Shore event theming.

### ***Marketing and Promotion***

Sea to Shore was promoted through a comprehensive marketing campaign that combined broadcast media, precinct signage, editorial, paid advertising and digital marketing campaigns.

A dedicated event web page (hosted on the Jetty Road Glenelg website) was established as the destination point for online traffic. This page featured promotional content as well as general event information.

Durham Serviced Apartments, Stamford Grand and Oaks Plaza Pier all offered discounted accommodation packages over the weekend of the event, with these offers being promoted on the Sea to Shore web page.

Marketing and promotional highlights include:

- Promotional signage in Adelaide airport in the month prior to the event
- Feature in The Advertiser the week of the event
- Channel 10 weather cross in the lead up to the event
- Coast FM radio interview with Event Ambassador Laura Sharrad
- Social media cross promotion by Event Ambassador and participating traders
- EDM (electronic direct mail) campaigns through Jetty Road Glenelg, SA Life and GLAM Adelaide

The reach of event promotion across digital channels appeared to be lower than in previous years, which may be indicative of a change in the way these platforms are presenting and boosting content. This will be reviewed to inform future digital marketing campaigns.

### ***Attendee and trader feedback***

McGregor Tan were commissioned to conduct surveys of attendees to Sea to Shore (n = 145), a repeat of the survey they conducted at the inaugural Sea to Shore event in 2022. (There was no survey commissioned during the 2023 event.)

Key findings from the 2024 survey:

- In keeping with the intended target audience, the majority of visitors were family or friend groups without children (26% were families with children).
- Average reported spend per attendee was \$132 (compared to \$101 in 2022).
- Overall satisfaction with the event was 79%. The location (95%), atmosphere (83%) and food and drink (74%) had the highest satisfaction scores, however there was lower satisfaction with information available (43%) and event promotion (37%). Nonetheless this is a significant improvement on the 2022 results, where only location (78%) reported a high level of satisfaction. (The lower satisfaction scores in 2022 were attributed to many food vendors selling out before 2pm).
- 14% of respondents planned to attend the event on both Saturday and Sunday.

In addition, during the event volunteers from the Glenelg Town Hall Visitor Information Outlet conducted surveys with people in Moseley Square, as a sample of the general weekend population in Glenelg. A total of 81 people were surveyed. Of the people surveyed, nearly two thirds had an intention to visit Sea to Shore, with around half of these saying that the event was the main reason they were visiting Glenelg that day.

Feedback from vendors was sought through a post event survey. Three vendors submitted a response, and their overall experience of the event was positive. All three said they would participate in future events and recommend participation to other restaurants or producers.

A survey requesting feedback from Jetty Road Glenelg traders was circulated via a Trader Newsletter. This garnered only two responses. Both responses were critical of the decision to omit the street party part of the event, noting the value street parties bring to the street. It should be noted that in previous years Jetty Road traders were engaged to participate in the street party component of the event via an Expression of Interest (EOI) process. However, due to the event design refocused to the curated Foreshore offering, no EOI process was undertaken for the 2024 event.

According to Spendmapp, total local spend in Glenelg has grown by approximately 10% year on year during the weekend of the Sea to Shore event:

- 2022: \$3.16 million
- 2023: \$3.49 million
- 2024: \$3.8 million

Further analysis of the Spendmapp data for the weekend of 26-27 October 2024 showed that spend in the Dining category was significantly higher during the weekend of the event. Dining spend on Saturday 26 October was 32% higher than the previous Saturday, and 11% higher than the following Saturday. Spending over the event weekend was also higher in the Shoes and Clothing and Bars categories compared to the adjacent weekends. The increase in Dining spend in particular suggests that people who attended the event spent additional time in the precinct beyond visiting Sea to Shore.



### **Long Lunch**

Part of the original event design was a Long Lunch to be held along Glenelg Jetty on Saturday 26 October 2024 for up to 200 guests, offering a curated set menu paired with wines. Tickets went on sale for \$220 per head plus booking fee, however given slow ticket sales the decision was taken to cancel the event rather than incur a significant financial loss. Slow ticket sales were attributed to the high cost of the event compared to similar offerings in bricks-and-mortar venues, as well as insufficient lead time in the event marketing. Staging an event of this nature in an open-air location that does not have a permanent kitchen incurs considerable fixed costs that drove up the ticket price. It is unlikely this style of event will be financially viable unless those fixed costs can be amortised across multiple sittings, or the event attracts a significant sponsor.

### **Budget**

A total of \$108,000 was allocated to this event (\$58,000 Council and \$50,000 JRMC).

The cost of delivering the event was \$160,000, which was offset by \$34,000 in revenue (site fee for the bar operator plus a percentage of food vendor sales), leaving an overspend of \$18,000.

Significant sources of additional cost include:

- Equipment hire: to reduce reliance on Depot, equipment was hired and installed / deinstalled by contract labour.
- Waste management was contracted out rather than absorbed by Depot staff. There was a need for a significant increase in waste management services with the increase in hours of operation and amount of food vendors and the waste they produce.
- Sunk costs associated with cancelling the Long Lunch were approximately \$6,000 (compared to a forecast loss of \$20,000 if the event were to proceed).
- Twice as many security hours were required due to the extended trading hours and asset protection overnight.

### **Life Cycle Costs**

A proposed budget allocation for future events will be presented for approval as part of the annual events planning process.

### **Strategic Plan**

Innovation: economic and social vibrancy in a thriving environment

## **Council Policy**

City of Holdfast Bay Events Strategy 2021-2025

## **Statutory Provisions**

Not applicable

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**Written By:** Manager City Activation

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

**Item No:** 8.5

**Subject:** COMMITTEE SELF-ASSESSMENT

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## Summary

The appointment of the current Jetty Road Mainstreet Committee (JRMC) members concludes 31 March 2025. In line with the current JRMC Terms of Reference, clause 15.2 and to ensure clarity and rigour around the roles of individual Committee members, and of the Committee as a whole, the JRMC members should undergo a self-assessment process before their term is complete. This aligns with the practices adopted by other Committees of Council.

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## Recommendation

**That the Jetty Road Mainstreet Committee initiates a self-assessment process to be completed by 31 March 2025.**

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## Background

The Jetty Road Mainstreet Committee (JRMC) is an advisory Committee of the City of Holdfast Bay formed under section 41 of the *Local Government Act 1999*. The Committee currently comprises nine representatives of landlords and traders; two Elected Members; and two independent members. The term of the current Committee ends on 31 March 2025.

To ensure there is clarity and rigour around the purpose, roles and responsibilities of committees and individual Committee members, it is good practice for committee members to periodically undergo a self-assessment process of their functioning and performance of the Committee. The JRMC last undertook a self-assessment process in October 2021.

## Report

To inform the selection and induction process of the incoming Committee members, it is recommended that the existing Committee members complete a self-assessment process before the end of their term. The following process and timeframe is proposed:

- Individual Committee members complete a performance review survey of the JRMC. The survey is an opportunity for Committee members to provide confidential feedback on the JRMC's operation, structure and role.  
Timeframe: 13-26 February 2025.

- Feedback from committee members is reviewed by the Business Development Partner and General Manager, Community and Business to identify common themes or other matters of interest. These will then be presented at the March JRMC meeting, followed by a facilitated discussion.  
Timeframe: 27 February – 5 March 2025
- Outcomes and actions arising are presented to the incoming committee at the future meeting of JRMC.

*Refer Attachment 1*

## **Budget**

Not applicable

## **Life Cycle Costs**

Not applicable

## **Strategic Plan**

Innovation: entrepreneurialism

Sustainability: resilience in our economy

## **Council Policy**

Jetty Road Mainstreet Committee Terms of Reference

## **Statutory Provisions**

Not applicable

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**Written By:** General Manager, Community and Business

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

# Attachment 1



## Jetty Road Mainstreet Committee (JRMC) Performance Review – 2025

This survey requests your feedback on the overall performance of the JRMC in meeting its objectives.

Unless otherwise stated, please decide with each statement whether you:

- strongly agree
- agree
- neither agree nor disagree
- disagree
- strongly disagree

Please try to use the middle score (neither agree nor disagree) **only** if you are truly undecided.

Strategy and Planning	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
1. The JRMC demonstrates a clear understanding of the vision and strategy for Jetty Road, Glenelg.					
2. The JRMC demonstrates understanding of how its role and responsibilities relate to those of Council Administration.					
3. The JRMC's role in strategic planning is appropriate (including review of the plan and progress).					
4. The JRMC keeps abreast of trends and issues affecting the market in which Jetty Road, Glenelg competes.					
5. The JRMC understands the elements of the organisation's business that are essential for success.					
<p><b>Suggested changes/improvements in the JRMC's approach to strategy and planning</b></p>					



Monitoring Performance	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
6. The JRMC monitors appropriate financial, business and compliance measures of performance.					
7. Detail in financial reports is sufficient to ensure the JRMC can discharge its responsibilities.					
8. The JRMC has clear understanding of the organisation's risks and how they are being managed.					
9. The JRMC has sufficient access to the Management team.					
<p><b>Suggested changes/improvements in the JRMC's approach to monitoring business performance:</b></p>          					



JRMC Structure and Role	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
10. The spread of talent within the JRMC is appropriate.					
11. There is a clear delineation between the role of administration and the role of the JRMC.					
12. The JRMC is involved in policies and business decisions at an appropriate level.					
13. It is clear what my roles and responsibilities are as a JRMC member.					
<p><b>Suggested changes/improvements in the JRMC's approach to its structure and role:</b></p>					

# JETTYRD GLENELG

Meeting processes	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
14. JRMC papers contain the correct amount and type of information and are supplied sufficiently in advance of JRMC meetings.					
15. JRMC meetings are conducted in a manner that ensures meaningful participation.					
16. Meetings are held frequently enough to enable the JRMC to discharge its duties.					
<b>Suggested changes/improvements in the JRMC's approach to its meeting processes:</b>           					

JRMC performance monitoring	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
17. The Chair ensures that the JRMC evaluates and reflects on its performance and encourages and supports committee members to develop their own performance.					
18. The Chair is receptive to feedback on individual and collective performance of the JRMC.					
19. The JRMC has performed well against the objectives that it has set for the year.					
20. The JRMC has a clear and well understood approach to ensuring it fulfills its roles and responsibilities.					
<b>Suggested changes/improvements in the JRMC's approach to performance monitoring:</b>					
<b>Suggested areas of focus for the next JRMC performance review:</b>					



JRMC culture and relationships	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
21. There is a sense of collegiality and team spirit among JRMC members.					
22. JRMC members show sufficient respect to senior management and each other.					
23. Council administration fully utilise the skills and expertise of the JRMC.					
24. There are sufficient opportunities for JRMC committee members to have input and share ideas.					
25. A diversity of views are welcomed and respected during discussions of the JRMC.					
<p><b>Suggested changes/improvements in the JRMC's approach to culture and relationships:</b></p>					

26. What do you consider to be the best features of the JRMC?

27. What do you consider to be the areas for improvement for the JRMC?

28. Describe the three most important changes that should be made to improve JRMC effectiveness:

1)

2)

3)

29. Have you any other comments on the JRMC?

30. What do you want to achieve at the JRMC meeting where we will be reviewing the results of the JRMC evaluation and discussing corporate governance?

**Questionnaire completed by:**

**Date:**

**Item No:** 8.6

**Subject:** SOCIAL MEDIA REPORT – DECEMBER 2024

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## Summary

This report highlights the positive results in December 2024 following the engagement of a consultancy to trial outsourcing social media. The consultancy has significantly improved the Jetty Road precinct's digital presence and overall social media reach in a short space of time.

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## Recommendation

**That the Jetty Road Mainstreet Committee**

- 1. note this report; and**
  - 2. endorse an extension of the current social media contract with Say Cheese social media for a further 3 months, thereafter a review and report tabled at the Jetty Road Mainstreet Committee meeting held in May 2025 of the new committee.**
- 

## Background

Following the departure of the in-house Digital Marketing and Administration role, the Jetty Road Mainstreet Committee (JRMC) opted to trial outsourcing its social media marketing to a specialised consultancy. The goal was to move beyond a single-person role and leverage the broader expertise and resources of an agency dedicated to all aspects of social media.

This approach aimed to expand the Jetty Road precinct's reach, increase community and external engagement, and ensure timely communication of precinct initiatives. After an Expression of Interest process in November 2024, Say Cheese Social Media Management was selected for the trial. Their proposal focused on strategic content creation, targeted campaigns, and advanced analytics to optimise social media performance across all channels.

## Report

Since the engagement of the consultancy to manage social media for the Jetty Road precinct, the following results have been achieved:

- Total Followers: Increased by 23.2%, reaching 21,789 (+297 new followers)
- Total Views: 171,603, a 90.5% increase
- Total Reach: 18.7K (\*Organic reach up by 37%)
- Impressions: 149,607
- Website Clicks: 64



The consultancy leveraged user-generated content, shared compelling stories, and actively engaged with audiences. All social media performance in December 2024 was achieved 100% organically.

The best-performing content highlighted long-standing local businesses and community figures. Additionally, a multiple image (carousel) post featuring the top spots in Glenelg to celebrate New Year's Eve reached 5,299 accounts, received 130 likes, and was shared 9 times.

It is recommended an extension of the current contract be endorsed for a further 3 months with a review tabled for JRMC consideration at the May meeting. It is intended that Jetty Road social media continue to be outsourced with oversight by Council as part of the proposed resourcing model, pending the outcome of resourcing the vacated Jetty Road Development Coordinator and Digital Marketing and Administration roles.

The transition took place in mid-December, and the attached Jetty Road Social Media Report covers the results for that month.

*Refer Attachment 1*

## **Budget**

Budget for the delivery of social media services is within 2024-25 Marketing Plan. Approximately \$6,900 is allocated monthly to a social media consultancy to deliver the service.

## **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:** Business Development Partner

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

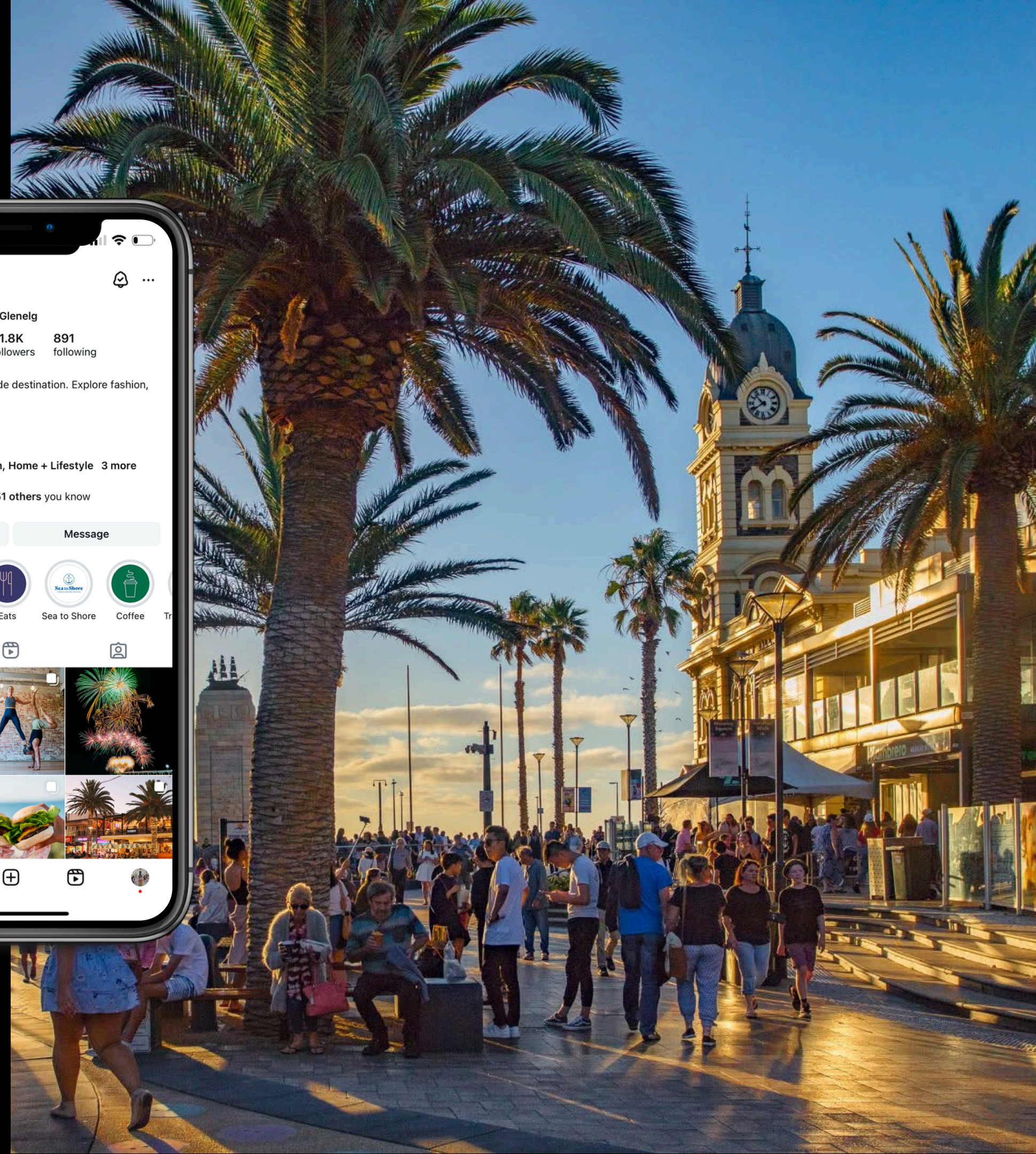
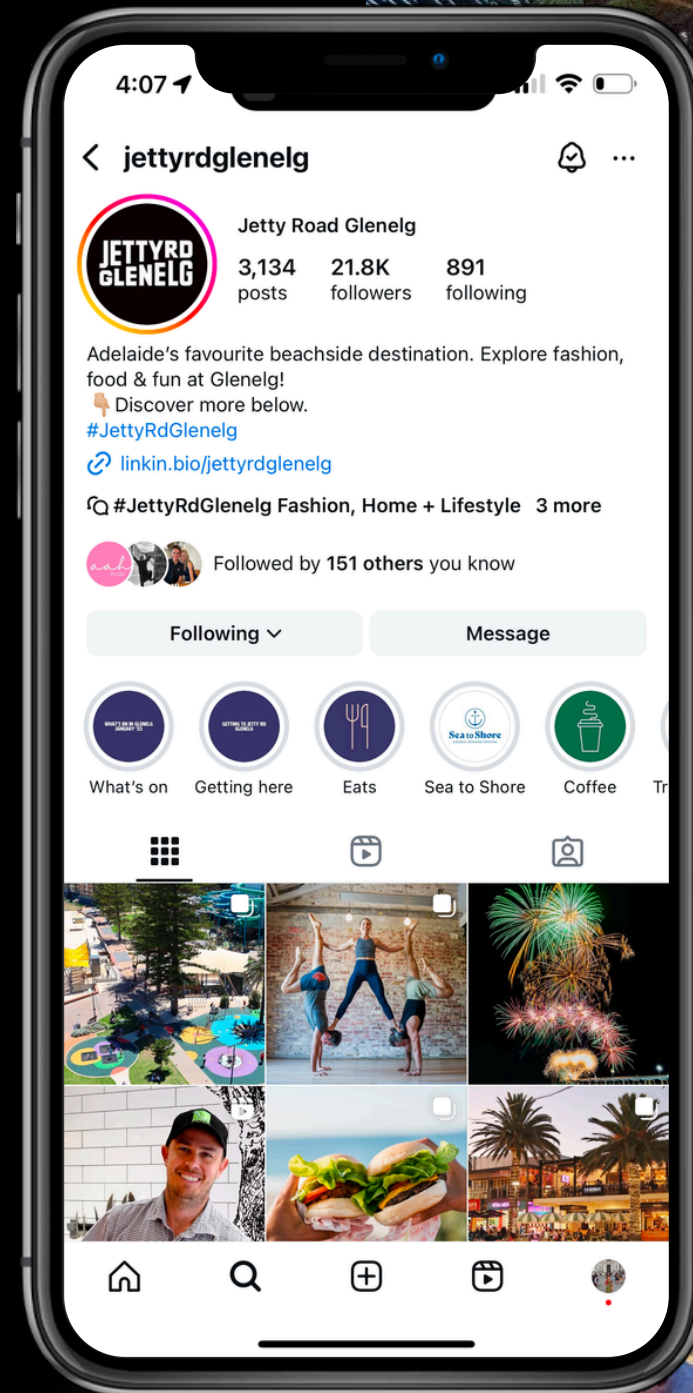
# Attachment 1



# Jetty Rd x Say Cheese Social

Social Media Management Report December, 24

PREPARED BY CHARLOTTE KLEUT





# Instagram Performance

**Total Followers**  
21,789K

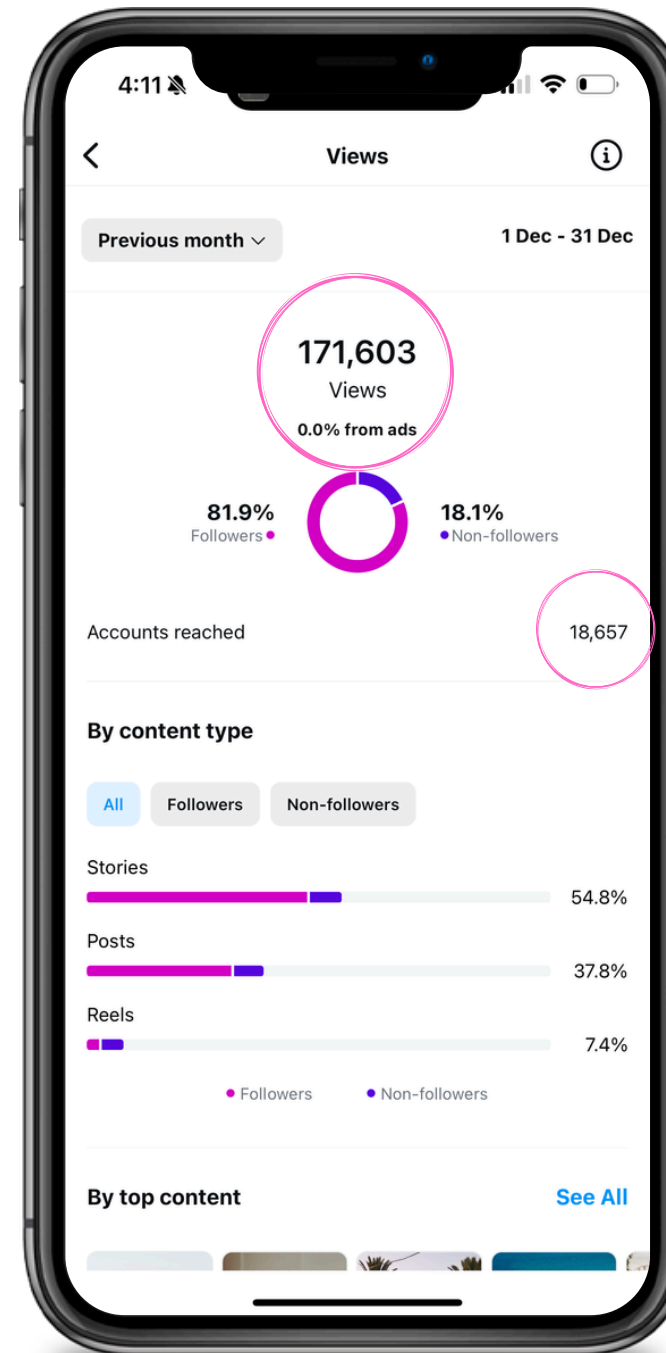
**Overall New Followers**  
**+297 [+23.2%]**

**Total Views**  
**171,603K [+90.5%]**  
November: 90,055

**Total Reach**  
18.7K  
**Organic reach +37%**

**Impressions**  
**149,607**

**Website Clicks**  
**64**



This month, Jetty Rd's Instagram performance experienced remarkable growth, with an impressive +90.5% increase in views, and +40.6% increase in profile visits! This increase is due to the successful implementation of our social media strategy and management.

We began managing the account on the 9th of December, although we were still able to achieve great results. Keep in mind, heightened results are expected at the start of management, as we implement a regular publishing schedule, engaging content and daily community engagement.

Our team strategically leveraged user-generated content, shared engaging stories, and actively interacted with your audience. As a result we saw a +213.9% increase in story engagement. It's worth mentioning paid ads were run last month. All of the performance in December were 100% organic, including a +37% increase in organic page reach.

The account also welcomed 297 new followers, reflecting a +23.2% increase! This growth demonstrates a rising interest in Jetty Rd's offerings and deeper engagement with its content.

Additionally, 64 website clicks were recorded this month. This confirms the effectiveness of strategic calls-to-action in driving traffic to Jetty Rd's website, further highlighting the value of clear and compelling content

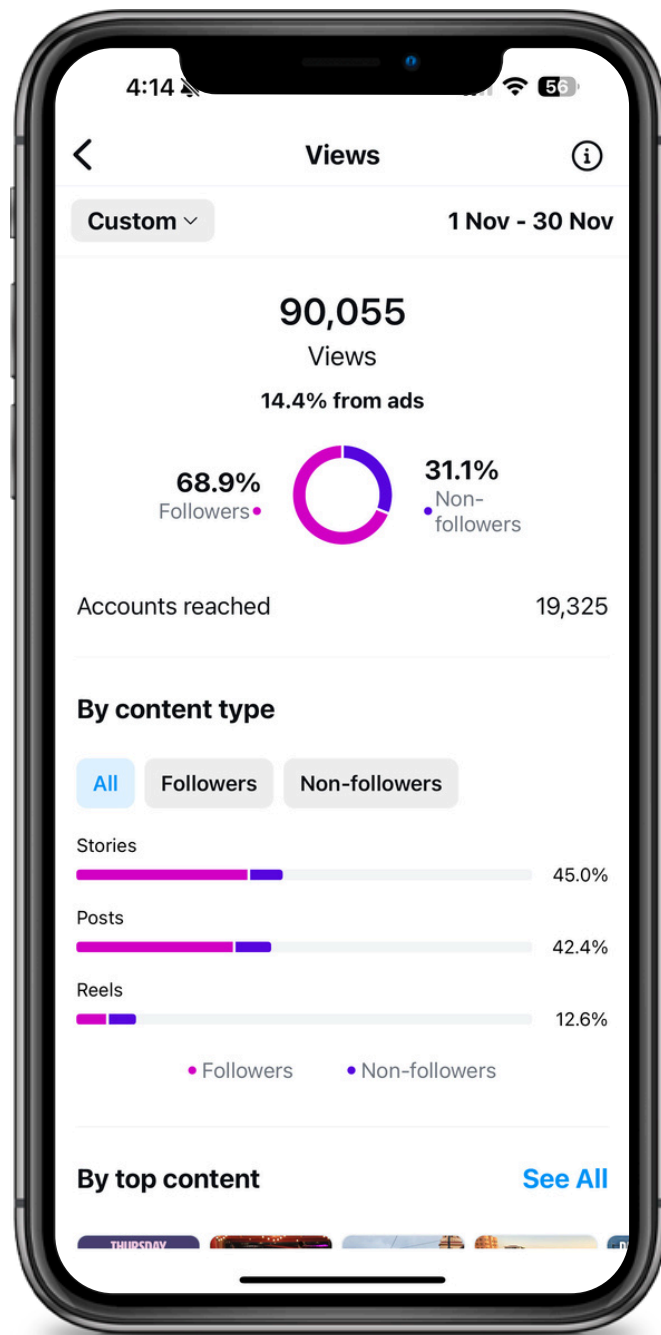
# Top performing posts - IG

Post	Engagement Rate	Engagements	Followers	Impressions	Reach	Likes	Comments	Saves	Shares	Total Video Views
 DEC 11, 2024 5:17 PM Meet Tony Beatrice, the owner and Director of @CiboGlenelg. Established...	4.54%	422	-	-	5,396	304	52	10	56	9304
 DEC 27, 2024 6:00 PM If you're seeking a spot to bring in the New Year, Jetty Road Glenelg has you...	2.05%	147	21,753	7,187	5,299	130	3	5	9	N/A
 DEC 25, 2024 7:45 AM From all of us here at Jetty Rd Glenelg, we wish you a very Merry Christmas! W...	5.73%	319	21,744	5,564	4,275	311	3	3	2	N/A
 DEC 10, 2024 4:32 PM No plans this summer? Glenelg has you covered with an epic line up of events....	6.60%	353	-	5,348	4,243	292	15	15	31	N/A
 DEC 20, 2024 8:00 AM Attention all ice cream lovers, this one's for you!! The Glenelg Ice Cream Festiv...	3.81%	185	21,720	4,851	4,075	147	6	5	27	N/A
 DEC 17, 2024 6:31 PM Are you a foodie? Whether you're seeking a venue to celebrate the festiv...	2.19%	89	21,716	4,068	3,370	75	9	2	3	N/A
 DEC 19, 2024 8:00 PM Returning this month for its 138th year is South Australia's richest and most...	3.59%	140	21,721	3,902	3,221	130	1	1	8	N/A
 DEC 23, 2024 11:15 AM There's more to love this summer on Jetty Rd Glenelg. Whether you're a loc...	2.58%	75	21,738	2,911	2,395	63	3	2	7	N/A

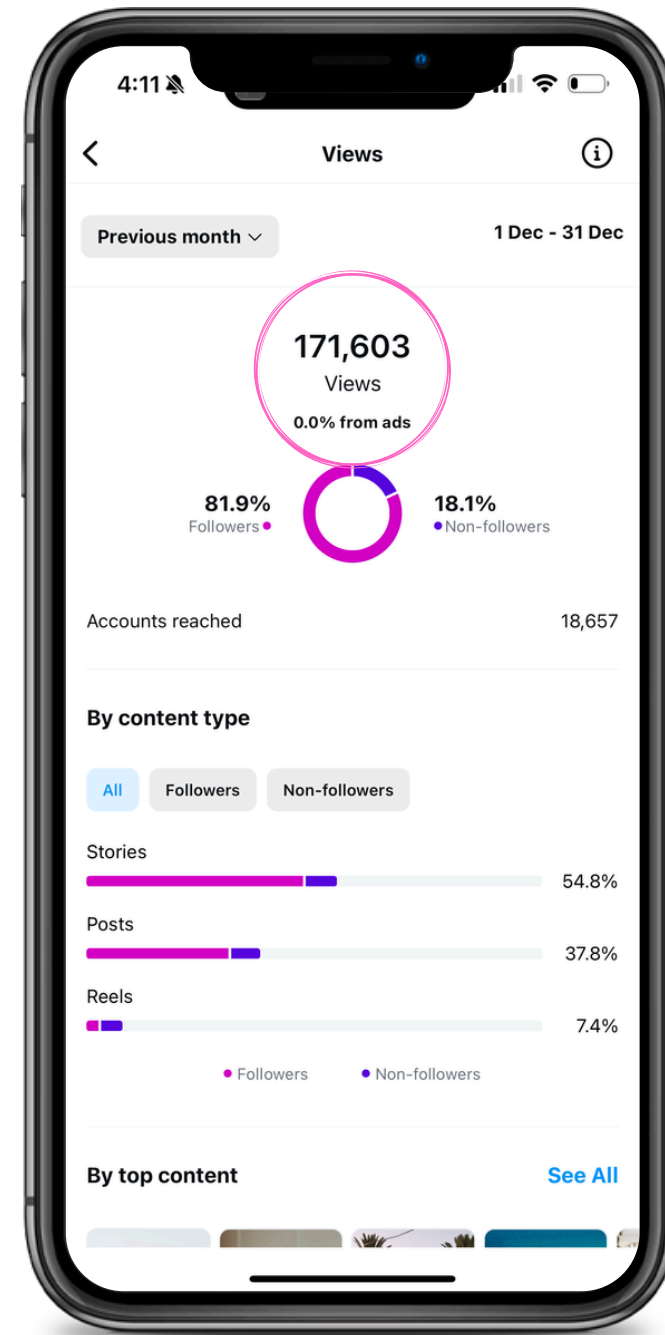
This month, your top-performing post was a reel featuring Cibo owner Tony Beatrice. This reel received an impressive 9,304 views and reached 5,396 accounts. It also achieved fantastic engagement with 304 likes, 52 comments, 10 saves, and an incredible 56 shares! The success of this post was strengthened by the collaboration with 'Cibo Glenelg,' whose approval of the collaboration request extended the post's reach to their 2,369 followers, significantly increasing visibility and engagement.

Your second top-performing post was a 9-slide carousel showcasing the best spots in Glenelg to celebrate the New Year. This curated selection of wine bars, food spots, and more resonated with the audience, reaching 5,299 accounts, receiving 130 likes, and receiving 9 shares! Both top posts highlight the effectiveness of leveraging collaboration and curated content to engage your audience and increase reach, setting a strong foundation for continued growth! Your audience resonate well with reels, news, listicles, events and lifestyle content. We look forward to integrating more of this in the coming months.

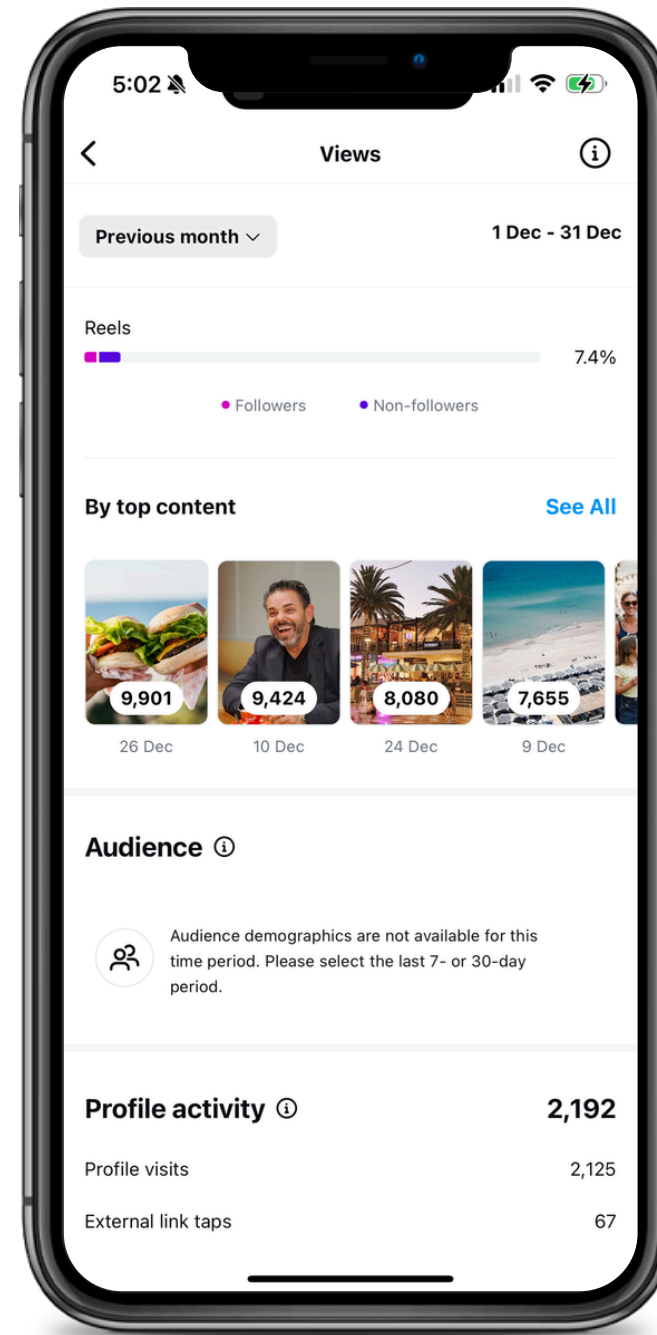
# Instagram - Reach / Views



November Comparison



December



December

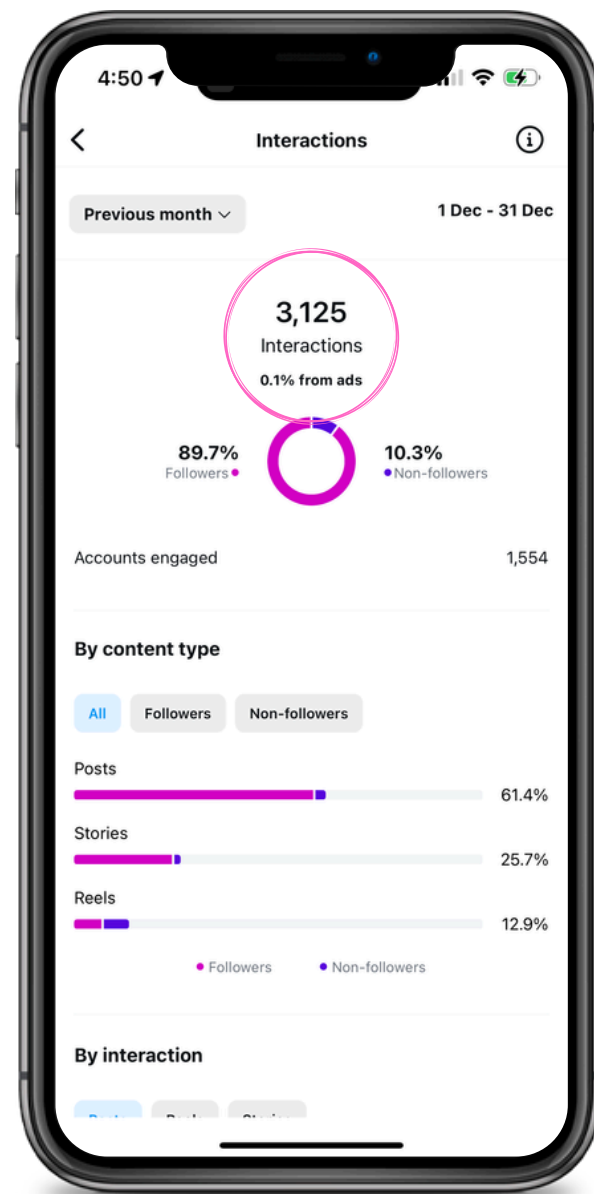
This month, we saw an impressive +90.5% increase in page views [171,603] along with a + 42.5% increase in profile visits [2,192]. These results confirm that our content is successfully capturing the attention of users and driving sustained interest in Jetty Rd's offerings. We were able to increase follower engagement by 13% highlighting that the content being shared is resonating far greater and that more users are interacting with each post.

Additionally, we recorded 67 business address taps, a fantastic result that demonstrates our ability to effectively drive traffic and encourage users to take action. This indicates a strong connection between our content and Jetty Rd's physical presence, leading to higher foot traffic and greater brand engagement.

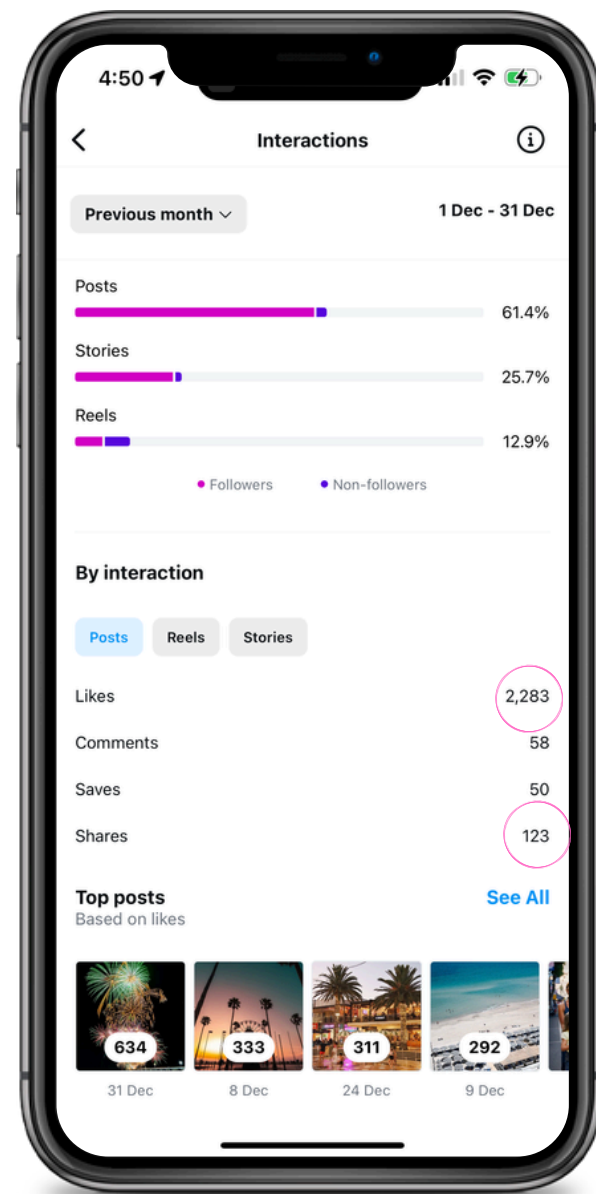
Overall, these metrics suggest that our efforts are successfully promoting Jetty Rd's offerings and increasing its visibility across the platform!



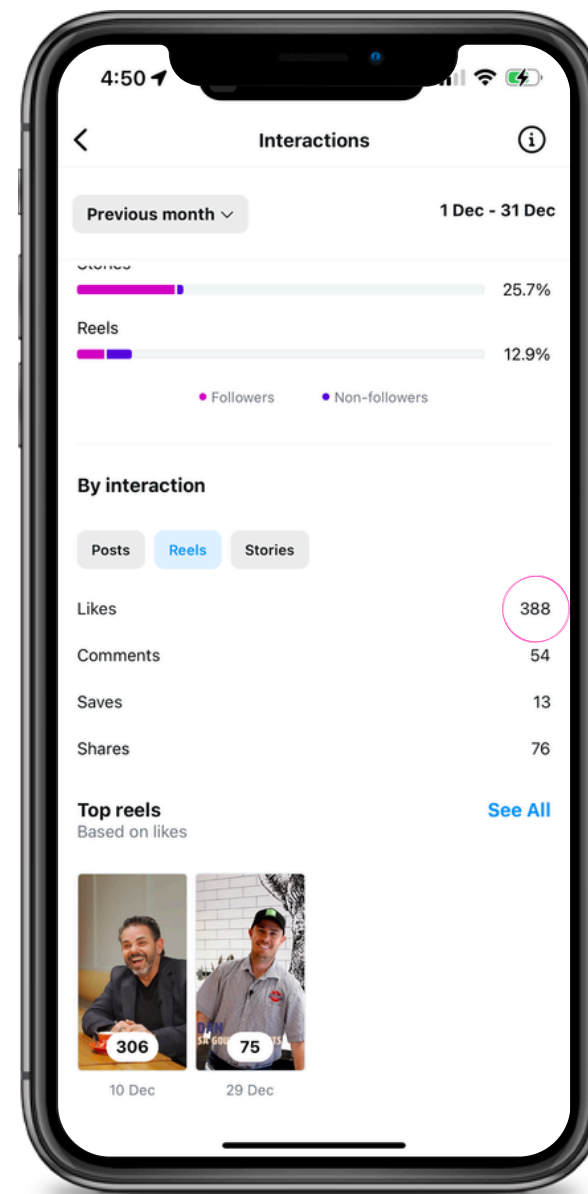
# Instagram - Interactions



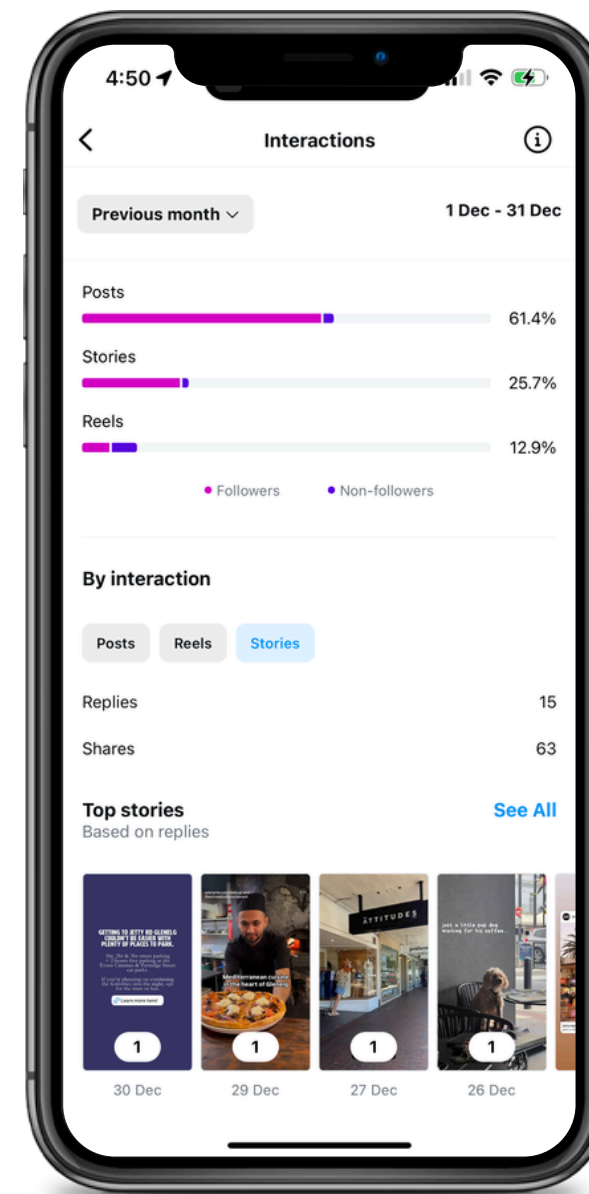
CONTENT



POSTS



REELS



STORIES

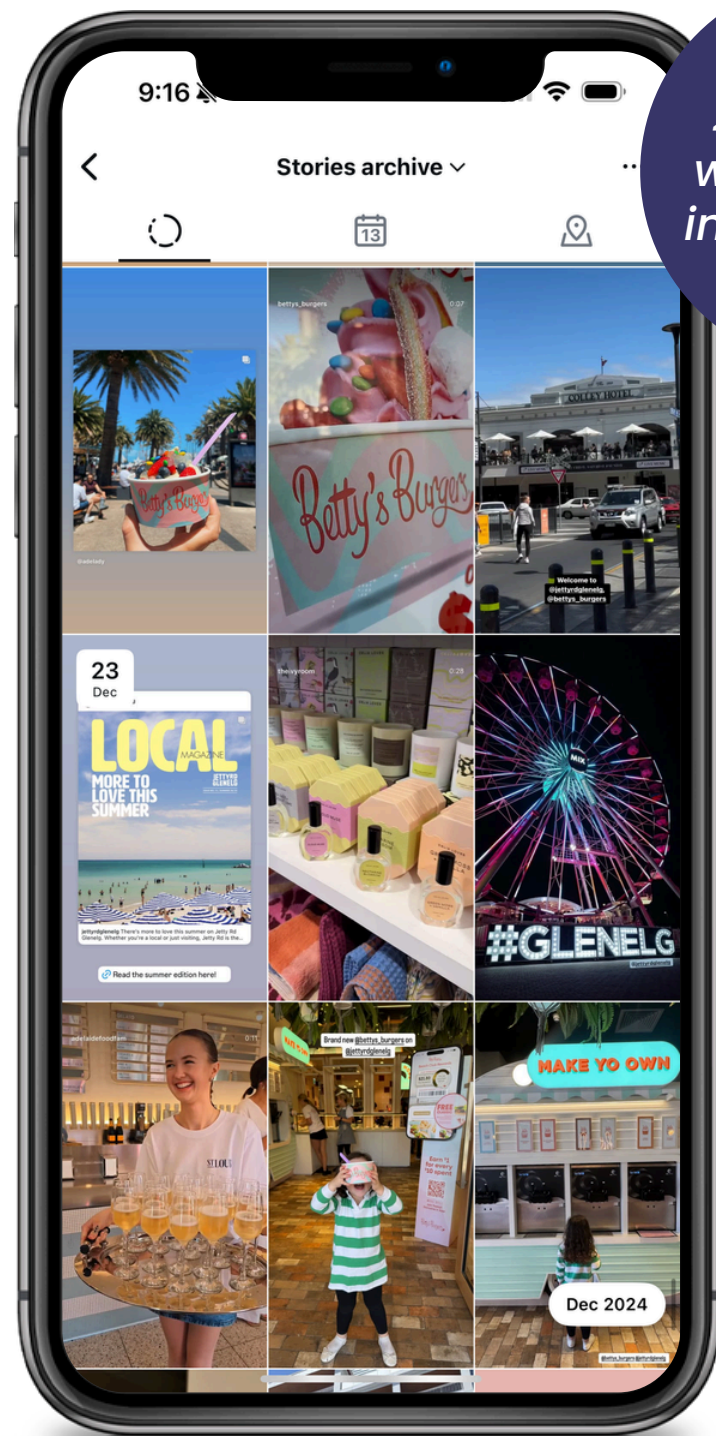
This month, we successfully engaged with 3,125 accounts on Instagram, generating a strong total of 2,283 post likes [+40.4%], 58 comments, 50 saves, and 123 shares! These interactions demonstrate the ongoing appeal and reach of the content, creating deeper connections with Jetty Rd's audience.

This month's reels collectively received 388 likes and 76 shares. This emphasizes the growing importance of reels in driving engagement and encouraging interaction. We look forward to introducing more reels into our content strategy as a way to further build page reach and engagement.

December's Instagram performance highlights the importance of consistent account monitoring, active community engagement, and regular use of tagged content. By maintaining a strong social presence and sharing timely stories and posts, we've made a significant impact on Jetty Rd's overall performance, paving the way for continued growth and success!



# Instagram Stories



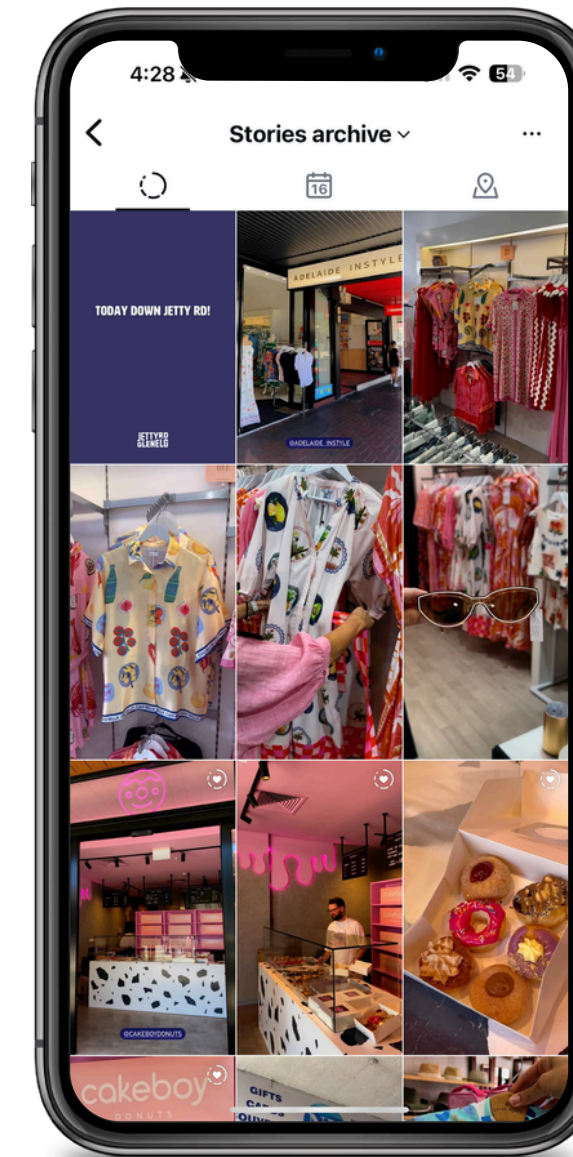
242 stories  
were shared  
in December.

We shared 242 stories in December. We re-share all relevant posts & tagged content!

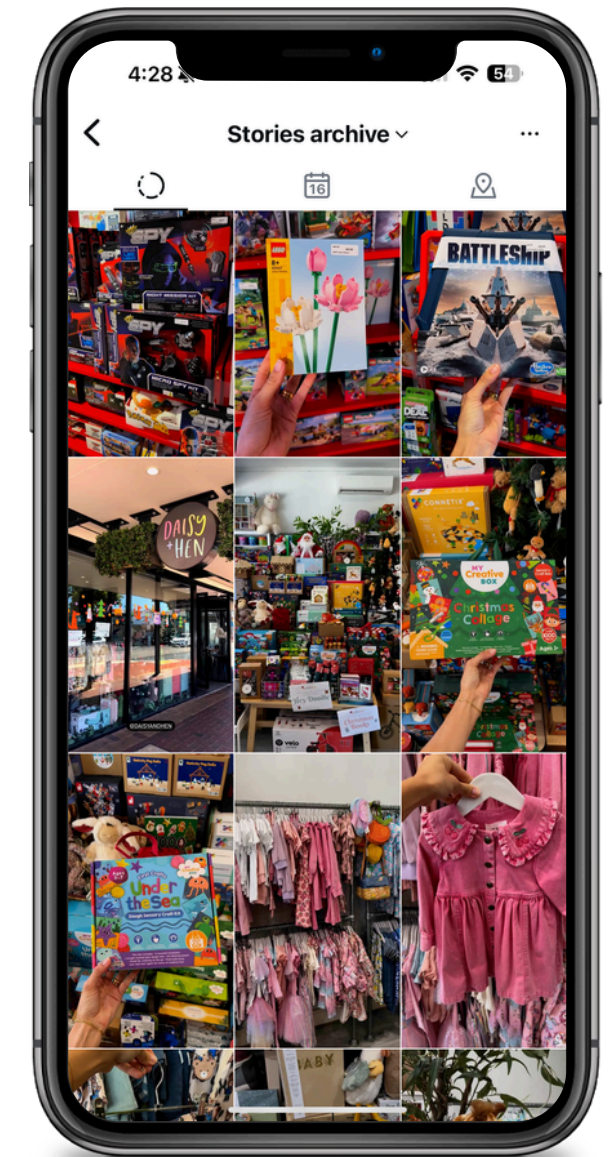
## Customised stories



Weekly precinct visitation



Retailer feature



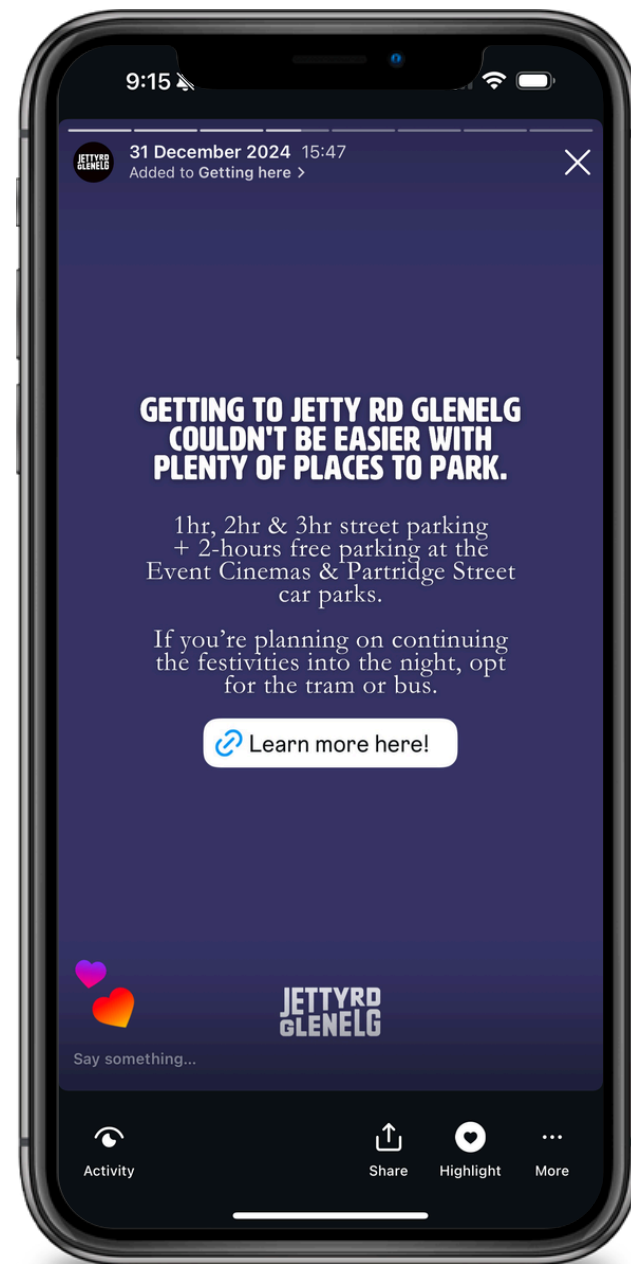
Retailer feature



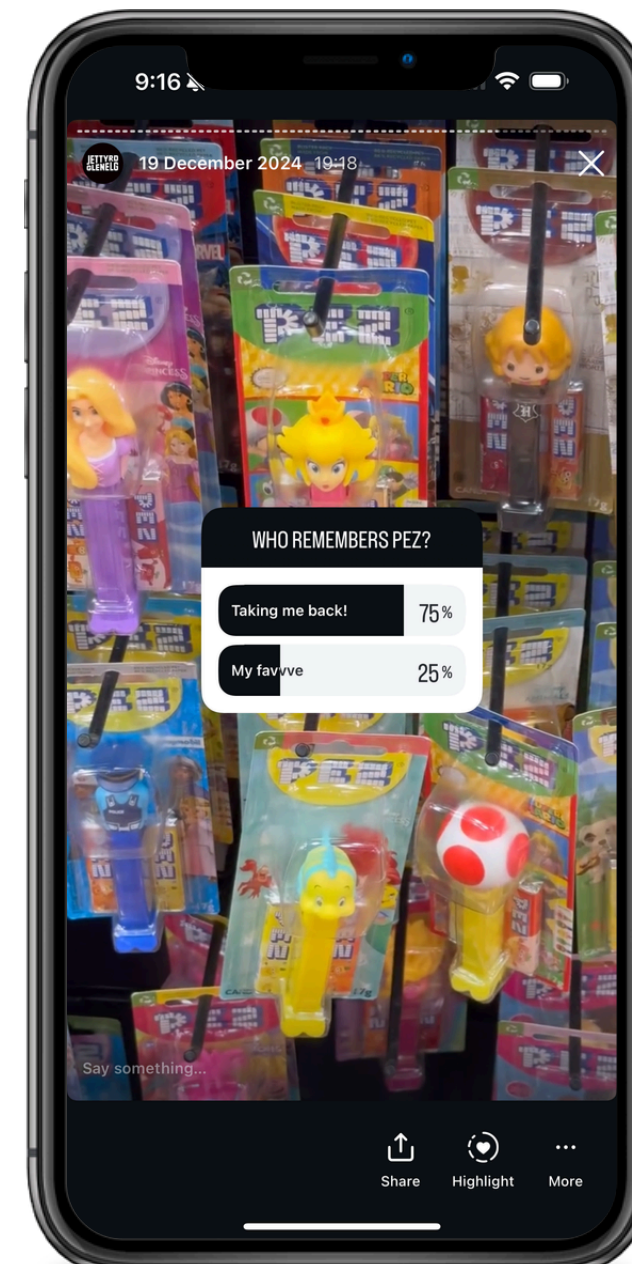
# Story Series



Getting to Jetty Rd with live learn more link - links to JR website



Poll to encourage engagement



Live link - direct users to JR website

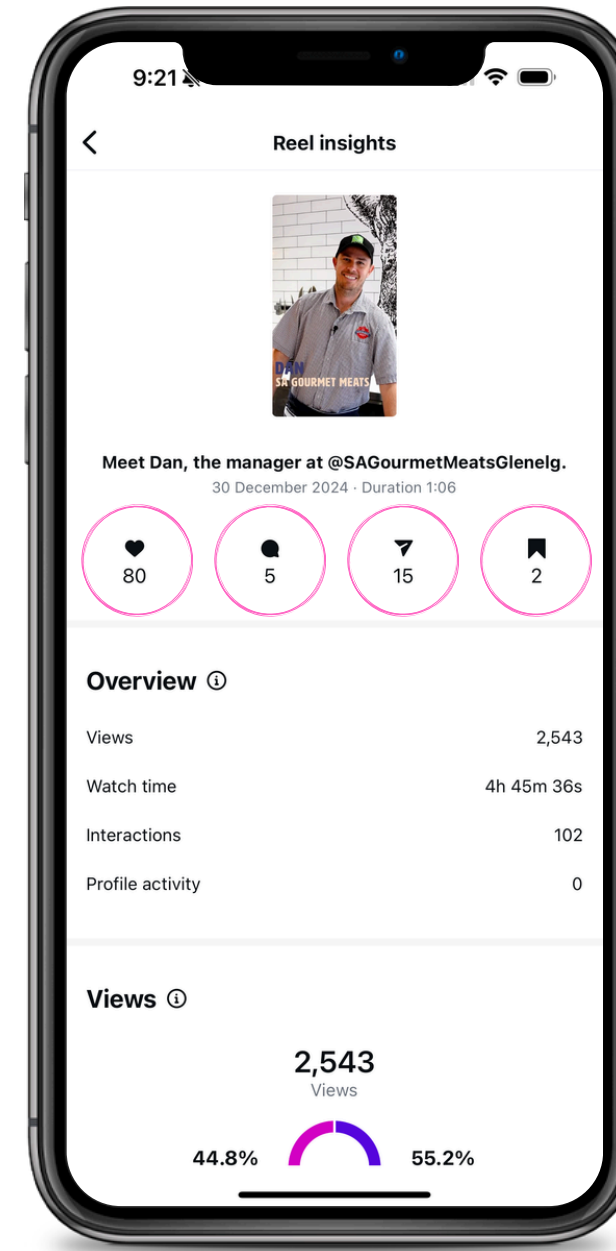
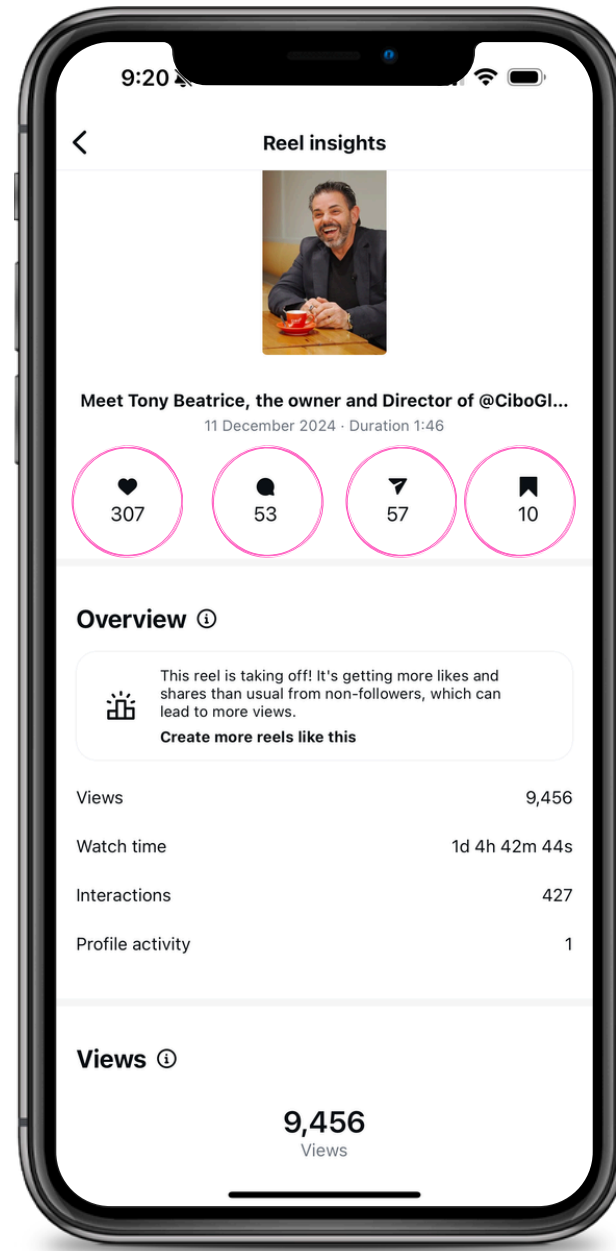


Organic story reshare





# Instagram Reels



We shared 2 reels in December. Collectively they were viewed 11,999 times.

We look forward to implementing more reels into the content plan.

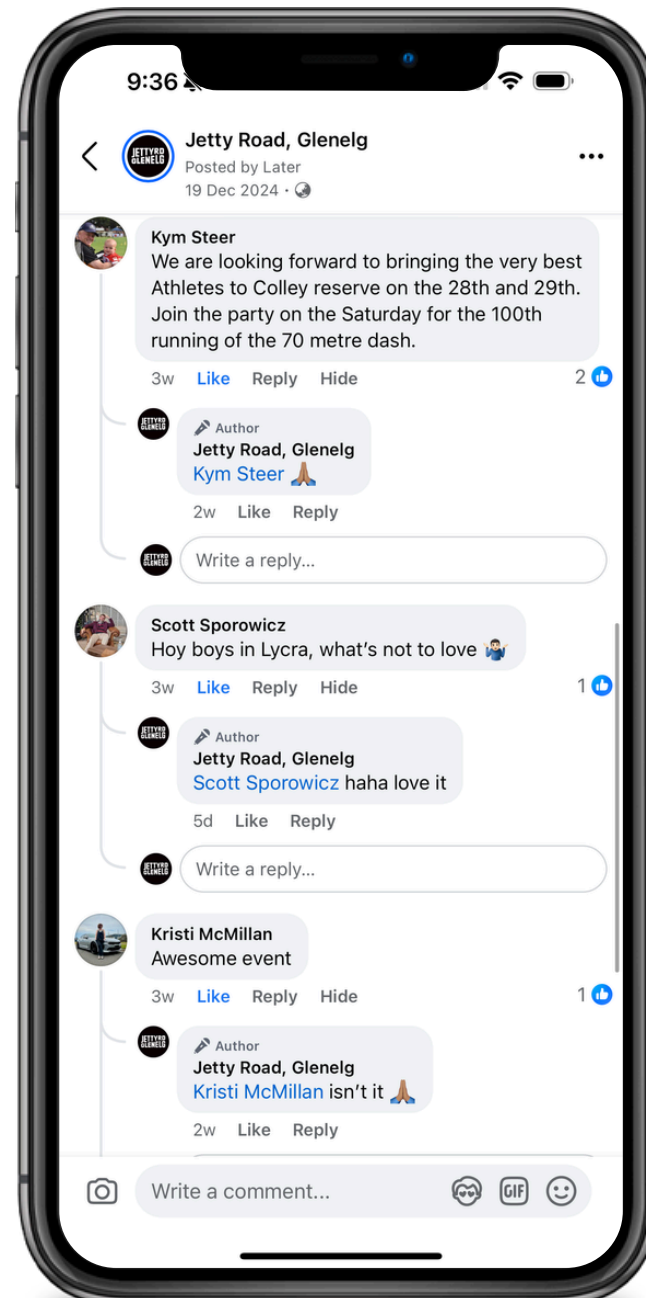
# Community Engagement



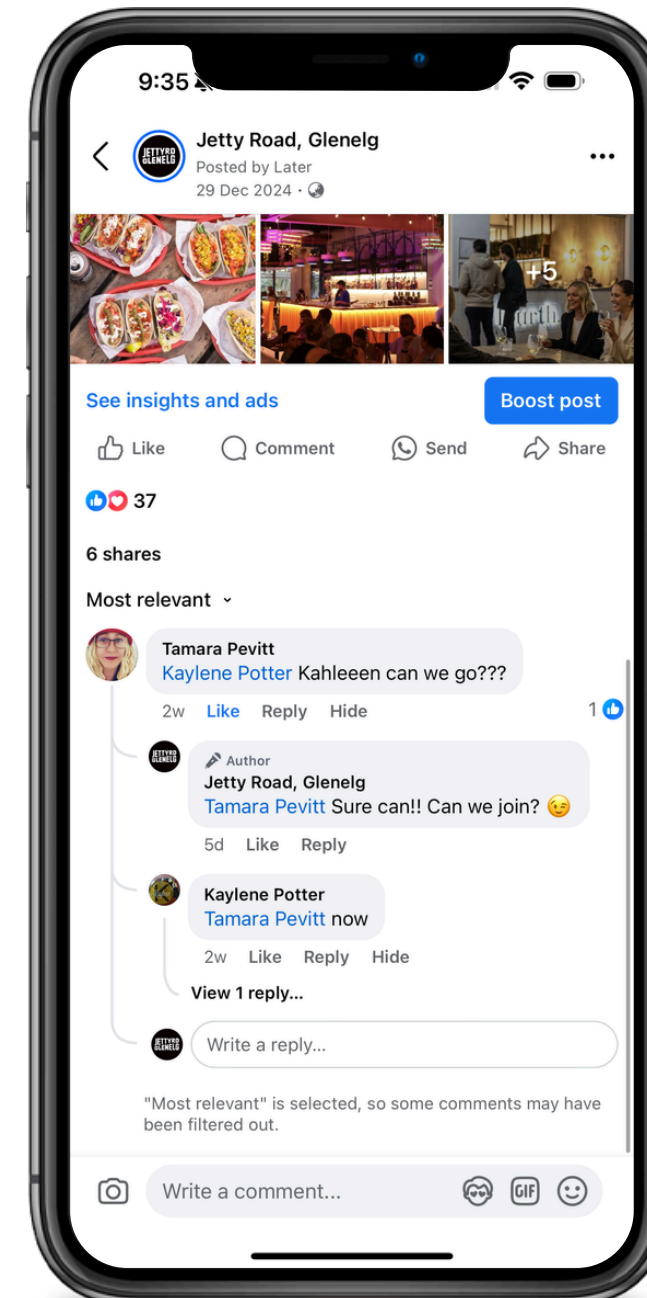
FACEBOOK



INSTAGRAM



FACEBOOK



FACEBOOK

We engage with each and every comment, DM and story, as a way to build and maintain a strong online community.

# Facebook Performance

**Total Page Followers**  
33K

**New Followers**  
+103

**Total Reach**  
66.6K

**Total Visits**  
2.5K [+7.4%]

**Impressions**  
190,472 [+51.6%]  
Nov: 125,657

**Content Interactions**  
1.9K

## Performance

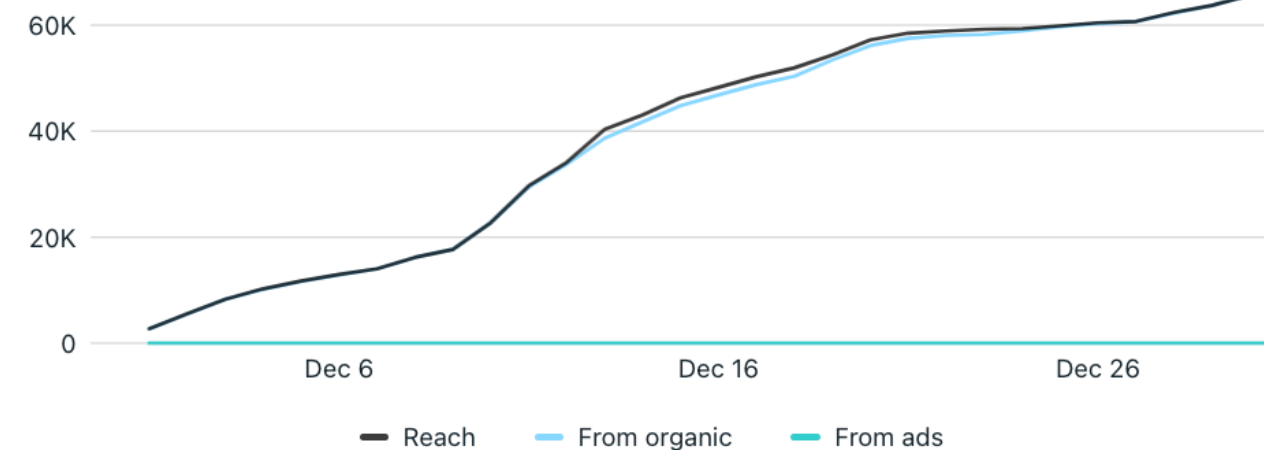
Daily Cumulative ⓘ

**Reach ⓘ**  
66.6K ↓ 27.7%

**Content interactions ⓘ**  
1.9K ↓ 34.8%

**Followers ⓘ**  
Lifetime  
33.9K

**Link clicks ⓘ**  
211 ↓ 35.1%



### Reach breakdown

**Total**  
66,616 ↓ 27.7%

**From organic**  
66,616 ↓ 1.9%

**From ads**  
0 ↓ 100%

This month, Jetty Rd's Facebook account demonstrated strong growth and engagement, welcoming 103 new followers and further expanding our online community. The page achieved an impressive 1.9K content interactions, highlighting the continued effectiveness of our posts in sparking audience engagement through likes, comments, and shares.

Visibility also remained high with 190,472 impressions, reinforcing audience interest and the ongoing reach of our content. Page visits saw a +7.4% increase, totalling 2.5K visits, indicating heightened engagement with Jetty Rd's offerings. Additionally, a +.2% increase in views brought the total to 196.9K, further highlighting our connection with followers. These positive trends highlights how well our content resonates with our community, building a promising pathway for future growth and increased audience connections!

It's worth noting there were paid ads in November, so while results this month look as though they have declined, we have actually slightly increase your organic growth from 66,521 to 66,616, with only 3-weeks of management and reduced posts.



# Top performing posts - FB

**Jetty Road, Glenelg**  
 Published by [Charlotte Davey](#)  
 · December 11, 2024 · 🌐

Meet Tony Beatrice, the owner and Director of [Cibo Espresso Glenelg](#).  
 Established in December 2004, Cibo Glenelg stands as one of the original Cibo stores to open. Twenty years later, Tony continues to run a thriving business, serving up to 6,000 coffees a week to his loyal customers.  
 Tony describes Cibo Glenelg as a venue that makes you feel like you're on holiday. Conveniently located within walking distance to the beach, the venue plays tribute to his Italian heritage thr... [See more](#)



VIEWS	REACH	INTERACTION
17,773	14,656	332

**Jetty Road, Glenelg**  
 Published by Later  
 · December 29, 2024 at 11:00 AM · 🌐

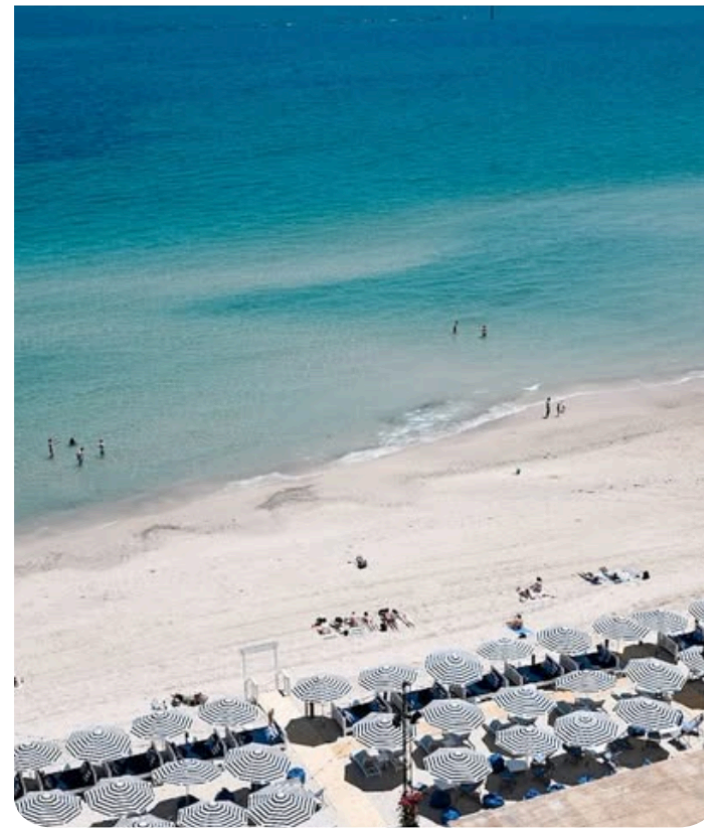
If you're seeking a spot to bring in the New Year, Jetty Road Glenelg has you covered. Whether you're after beachside cocktails, an epic dining experience, antipasto platters with oceanfront views or live entertainment, you're spoilt for choice when it comes to wining and dining on Jetty Rd.  
 Discover a few gems open for NYE:  
 ~ Bettys Burgers: Enjoy Jetty Rd's newest kid on the block for classic Aussie beach burgers  
 ~ Ballet Wine Bar: Enjoy a delicious Penfolds Wine dinin... [See more](#)



VIEWS	REACH	INTERACTION
13,323	9,242	47

**Jetty Road, Glenelg**  
 Published by [Klingberg Holdfast](#)  
 · December 4, 2024 · 🌐

You know summer has arrived when [The Moseley Beach Club](#) is back on Glenelg Beach.  
 Soak up the summer sun and enjoy live music, DJs, delicious food and plenty of amazing beach vibes. Tap on their profile for more details! 🌴



VIEWS	REACH	INTERACTION
8,708	6,185	134

**Jetty Road, Glenelg**  
 Published by Later  
 · December 20, 2024 at 11:00 AM · 🌐

Attention all ice cream lovers, this one's for you!! The Glenelg Ice Cream Festival is back this summer, sweeter and tastier than ever. 🍦  
 This family-friendly event invites guests to indulge in the popular summer treat while enjoying the beautiful surroundings of Glenelg and Jetty Road, in the good company of friends and family.  
 Jetty Road will come alive with kid's activities, food stalls, pop-up bars, retail, music, entertainment and a dedicated Ice Cream Village, whe... [See more](#)



VIEWS	REACH	INTERACTION
6,838	4,157	73

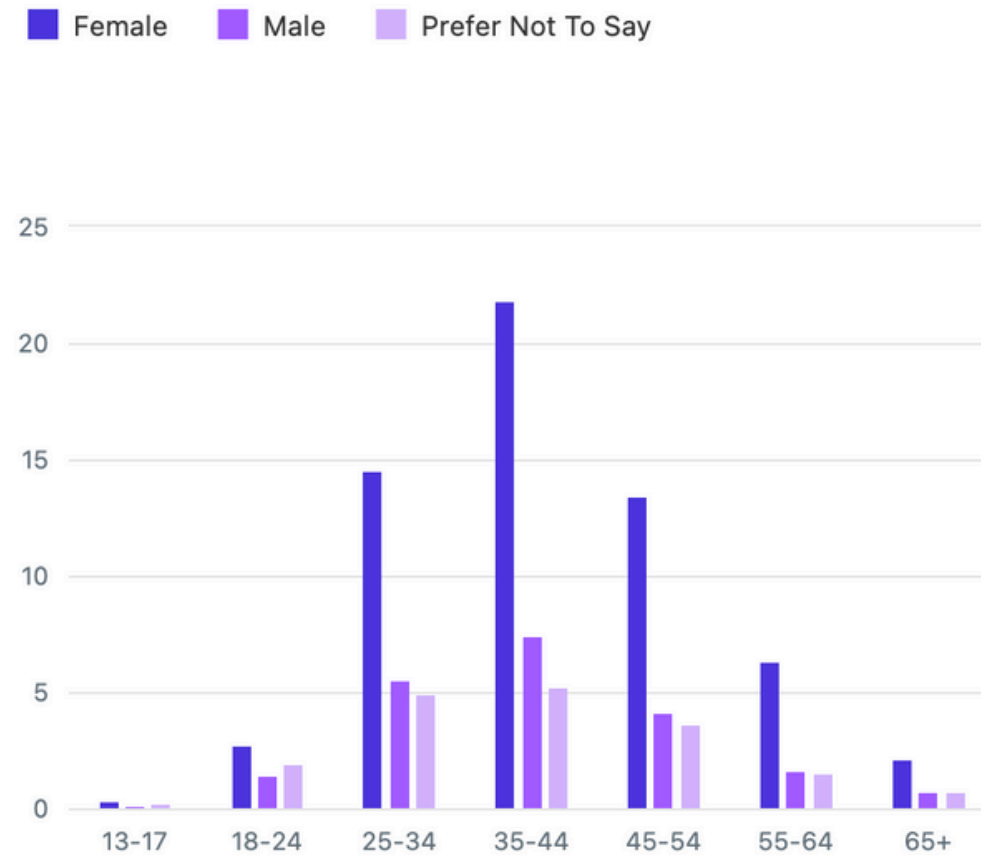
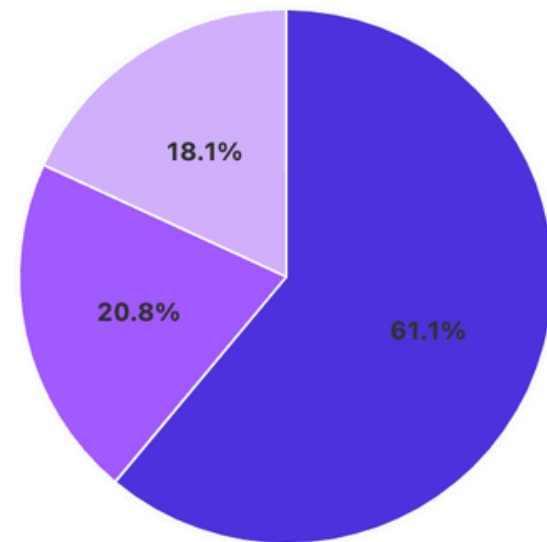
This month, our top-performing Facebook post mirrored Instagram's leading post - a reel featuring Cibo owner Tony Beatrice sharing insights about the brand. The video achieved an impressive 17,773 views and reached 14,656 accounts. It also sparked some great interactions, receiving 249 likes and 115 comments. Our second top-performing post was the same as Instagram's second-best post - a carousel showcasing Glenelg's best spots to celebrate the New Year. This post resonated well with Jetty Rd's audience by highlighting a diverse selection of wine bars, eateries, and festive venues. It reached 9,242 accounts on Facebook and was viewed 13,323 times, reinforcing the community's enthusiasm for discovering great local experiences! This shows that our content strategy works well across platforms and that our audience enjoys engaging with local, dynamic posts.



# Demographics

## AUDIENCE BY GENDER

Female Male Prefer Not To Say



**SAY CHEESE**  
S O C I A L



**Item No:** 8.7

**Subject:** JETTY ROAD MAINSTREET COMMITTEE TERMS OF REFERENCE

---

## Summary

The revised Terms of Reference (ToR) for the Jetty Road Mainstreet Committee (JRMC) establish the committee's structure, functions, and operational guidelines. The committee is responsible for overseeing the Annual Business Plan and Budget for the Jetty Road precinct, fostering communication between businesses, and promoting the area as a vibrant shopping, leisure, and cultural destination. Key elements in the ToR include membership composition, reporting requirements, and the scope of responsibilities.

The ToR have been reformatted to align with the administration's new policy instrument templates.

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## Recommendation

**That the Jetty Road Mainstreet Committee notes this report and recommends that Council adopts the revised Terms of Reference.**

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## Background

The Jetty Road Mainstreet Committee (JRMC) is established under section 41 of the *Local Government Act 1999*. The committee plays a critical role in managing the development and promotion of the Jetty Road precinct. The ToR outlines its purpose, membership criteria, decision-making processes, and reporting obligations. The document also details meeting procedures and delegated authority, ensuring transparency and accountability in governance.

## Report

The key differences between the old JRMC ToR (2022) and the revised JRMC ToR are:

### *Delegated Authority*

Old Terms: No explicit statement on delegation, but the JRMC had a broad advisory role on various initiatives.

New Terms: Explicitly states that the JRMC does not have delegated authority (as per section 44 of the *Local Government Act 1991*) and that all decisions are recommendations to the Council.

### *Meetings and Public Access*

Old Terms: Meetings were to be held at least once every two months, with requirements for notice, agendas, and open access except in special cases.

New Terms: Maintains the same frequency but explicitly states public access rights to meetings and documents, unless confidentiality provisions apply.

### *Reporting and Oversight*

Old Terms: Required quarterly reports to Council, covering strategy, promotion, infrastructure, and financial performance.

New Terms: Keeps similar reporting requirements but frames them around the Annual Business Plan instead of broader precinct management.

### *Financial Management*

Old Terms: Required the committee to recommend a budget annually and monitor financial performance.

New Terms: The budget must now be aligned with the Annual Business Plan and must be approved by the Council.

### *Term of the Committee*

Old Terms: The committee is a two-year term.

New Terms: The committee serves a two-year term, while Elected Members are appointed for the duration of their tenure on Council.

The revised ToR also reference the Council's Code of Practice – Meeting Procedures, outlining the statutory procedures that all committee members must follow during the operation of the JRMC.

*Refer Attachment 1*

The revised ToR are attached for your approval.

*Refer Attachment 2*

## **Budget**

Not applicable.

## **Life Cycle Costs**

Not applicable.

## **Strategic Plan**

Statutory compliance.

## **Council Policy**

Not applicable

## **Statutory Provisions**

*Local Government Act 1999*

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**Written By:** Business Development Partner

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

# Attachment 1



# **Code of Practice – Meeting Procedures**

**Adopted by Council 29 November 2022**

**Review by 31 July 2025**

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## Introduction

The City of Holdfast Bay is committed to the principles of honest, open and accountable government and encourages community participation in the business of Council.

The *Local Government (Procedures at Meetings) Regulations 2013* (the **Regulations**) stipulate the statutory procedures to be undertaken during the operation of Council and Committee meetings. Under the Regulations, Council may adopt a Code of Practice for its own meetings, which varies the provisions that are capable of variation under the Regulations.

Sections 86(8) and 89(1) of the *Local Government Act 1999* (the **Act**) provides that where a procedure is not prescribed by regulation, Council (or a Council Committee, when Council does not determine the procedures for the Committee) can determine its own procedures, provided it is not inconsistent with the Act or Regulations.

This document is the City of Holdfast Bay's Code of Practice for Procedures at Meetings, which provides for:

- variations to the meeting procedures prescribed in the Regulations which have been adopted by Council (inserted in **red** text to enable them to be read in conjunction with the formal requirements under the Regulations);
- supplementary City of Holdfast Bay meeting procedures that apply to both Council and Committee meetings (unless stated otherwise) - see grey shaded areas and the 'Miscellaneous Meeting Procedures';
- guidelines on how Council and Committee meetings are to be conducted; and
- guidance to the community on how meetings of Council are conducted.

As recommended by regulation 6(2) of the Regulations, this Code of Practice should be reviewed at least once in every financial year and the Council may at any time, by resolution supported by at least two-thirds of members entitled to vote, alter, substitute or revoke the Code of Practice (Regulation 6(3)).

# **Local Government (Procedures at Meetings) Regulations 2013** **(including Variations)**

## **Part 1—Preliminary**

### **Regulation 1—Short title**

These regulations may be cited as the *Local Government (Procedures at Meetings) Regulations 2013*.

### **Regulation 2—Commencement**

The regulations commenced on 1 January 2014 and have been varied from time to time.

### **Regulation 3—Interpretation**

- (1) In these regulations, unless the contrary intention appears—
- Act** means the *Local Government Act 1999*;
- clear days** (see subregulations (2) and (3));
- deputation** means a person or group of persons who wish to appear personally before a council or council committee in order to address the council or committee (as the case may be) on a particular matter;
- electronic means** includes a telephone, computer or other electronic device used for communication; **formal motion** means a motion—
- (a) that the meeting proceed to the next business; or
  - (b) that the question be put; or
  - (c) that the question lie on the table; or
  - (d) that the question be adjourned; or
  - (e) that the meeting be adjourned (see regulation 12 for specific provisions about formal motions);
- Guiding Principles**—see regulation 4;
- member** means a member of the council or council committee (as the case may be);
- point of order** means a point raised to draw attention to an alleged breach of the Act or these regulations in relation to the proceedings of a meeting;
- presiding member** means the person who is the presiding member of a council or council committee (as the case may be) and includes any person who is presiding at a particular meeting;
- written notice** includes a notice given in a manner or form determined by the council;
- (2) In the calculation of **clear days** in relation to the giving of notice before a meeting—
- (a) the day on which the notice is given, and the day on which the meeting occurs, will not be taken into account; and
  - (b) Saturdays, Sundays and public holidays will be taken into account.
- (3) For the purposes of the calculation of **clear days** under subregulation (2), if a notice is given after 5 p.m. on a day, the notice will be taken to have been given on the next day.
- (4) For the purpose of these regulations, a vote on whether leave of the meeting is granted may be conducted by a show of hands (but nothing in this subregulation prevents a division from being called in relation to the vote).



## City of Holdfast Bay Meeting Procedures

- (5) For the purposes of the definition of 'written notice' in Regulation 3 above, the Council has determined that written notice will include a legible handwritten or typed document provided in either hard copy or electronic format.

### Regulation 4—Guiding Principles

The following principles (the **Guiding Principles**) should be applied with respect to the procedures to be observed at a meeting of a council or a council committee:

- (a) procedures should be fair and contribute to open, transparent and informed decision-making;
- (b) procedures should encourage appropriate community participation in the affairs of the council;
- (c) procedures should reflect levels of formality appropriate to the nature and scope of responsibilities exercised at the meeting;
- (d) procedures should be sufficiently certain to give the community and decision-makers confidence in the deliberations undertaken at the meeting.

## **Part 2—Meetings of councils and key committees**

### **Regulation 5—Application of Part**

The provisions of this Part apply to or in relation to—

- (a) the meetings of a council; and
- (b) the meetings of a council committee performing regulatory activities; and
- (c) the meetings of any other council committee if the council has, by resolution, determined that this Part should apply to that committee.

### **Regulation 6—Discretionary procedures**

- (1) Subject to the requirements of the Act, if a provision of this Part is expressed to be capable of being varied at the discretion of the council pursuant to this regulation, then a council may, by a resolution supported by at least two-thirds of the members of the council entitled to vote on the resolution, determine that a code of practice prepared or adopted by the council that establishes its own procedures for the relevant matter or matters will apply in substitution for the relevant provision (and such a determination will have effect according to its terms).
- (2) A council should, at least once in every financial year, review the operation of a code of practice under this regulation.
- (3) A council may at any time, by resolution supported by at least two-thirds of the members of the council entitled to vote on the resolution, alter a code of practice, or substitute or revoke a code of practice.
- (4) A council must, in considering the exercise of a power under this regulation, take into account the Guiding Principles.
- (5) Regulation 12(4) does not apply to a motion under subregulation (3).
- (6) This regulation does not limit or derogate from the operation of regulation 20<sup>1</sup>.

#### **Note—**

- 1 Furthermore, if a matter is not dealt with by the Act or these regulations (including under a code of practice under this regulation), then the relevant procedure will be—
  - (a) as determined by the council; or
  - (b) in the case of a council committee where a determination has not been made by the council— as determined by the committee.(See sections 86(8) and 89(1) of the Act.)

### **Regulation 7—Commencement of meetings and quorums**

- (1) A meeting will commence as soon after the time specified in the notice of meeting as a quorum is present.
- (2) If the number of apologies received by the chief executive officer indicates that a quorum will not be present at a meeting, the chief executive officer may adjourn the meeting to a specified day and time.

- (3) If at the expiration of 30 minutes from the time specified in the notice of meeting as the time of commencement a quorum is not present, the presiding member or, in the absence of a presiding member, the chief executive officer, will adjourn the meeting to a specified day and time.
- (4) If a meeting is adjourned for want of a quorum, the chief executive officer will record in the minute book the reason for the adjournment, the names of any members present, and the date and time to which the meeting is adjourned.
- (5) If a meeting is adjourned to another day, the chief executive officer must—
  - (a) give notice of the adjourned meeting to each member setting out the date, time and place of the meeting;
  - (b) and give notice of the adjourned meeting to the public by causing a notice setting out the date, time and place of the meeting to be placed on display at the principal office of the council.

### **City of Holdfast Bay Meeting Procedures**

- (6) The following will appear at the beginning of all Council and Committee Meetings and will be read by the presiding member at the commencement of each meeting:
 

**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.*

**Service to Country Acknowledgement**

*The City of Holdfast Bay would like to acknowledge all personnel who have served in the Australian forces and services, including volunteers, for our country.*

**Council Prayer**

*Heavenly Father, we pray for your presence and guidance at our Council Meeting.*  
*Grant us your wisdom and protect our integrity as we carry out the powers and responsibilities entrusted to us on behalf of the community that we serve.*
- (7) At the appropriate place on the agenda the presiding member will draw the attention of members to the Disclosure Statement relating to sections 73, 74, 75, 75A, 75B, 76C 75D of the *Local Government Act 1999*. Any disclosure of interest will be recorded in the Minutes.
- (8) The Chair of a Committee or any member of a Committee may provide apologies to the relevant Council Officer at a meeting of a section 41 Committee, in which case, the apologies will be recorded in the minutes of the meeting.
- (9) The proceedings of a Council or Committee meeting are not permitted to be photographed or recorded in any way by members of the public unless permission is specifically sought and given by the Mayor and Chief Executive Officer prior to the meeting.

## Regulation 8—Minutes

- (1) The minutes of the proceedings at a meeting must be submitted for confirmation at the next meeting or, if that is omitted, at a subsequent meeting.
- (2) No discussion on the minutes may occur before confirmation, except as to the accuracy of the minutes as a record of proceedings.
- (3) On the confirmation of the minutes, the presiding member will—
  - (a) initial each page of the minutes, which pages are to be consecutively numbered; and
  - (b) place his or her signature and the date of confirmation at the foot of the last page of the minutes.
- (4) The minutes of the proceedings of a meeting must include—
  - (a) the names of the members present at the meeting; and
  - (ab) the name of any member who is not present because the member is suspended or taken to have been granted a leave of absence from the office of the member of the council; and
  - (b) in relation to each member present—
    - (i) the time at which the person entered or left the meeting; and
    - (ii) unless the person is present for the whole meeting, the point in the proceedings at which the person entered or left the meeting; and
    - (iii) if, during the meeting, the member is excluded under section 86(6b) of the Act, a statement that the member was excluded and the period for which the member was excluded; and
  - (c) each motion or amendment, and the names of the mover and seconder; and
  - (d) any variation, alteration or withdrawal of a motion or amendment; and
  - (e) whether a motion or amendment is carried or lost; and
  - (f) any disclosure of interest made by a member; and
  - (g) an account of any personal explanation given by a member and
  - (h) details of the making of an order under subsection (2) of section 90 of the Act (see subsection (7) of that section); and
  - (i) a note of the making of an order under subsection (7) of section 91 of the Act in accordance with the requirements of subsection (9) of that section, and
  - (j) details of any adjournment of business; and
  - (k) a record of any request for documents to be tabled at the meeting; and
  - (l) a record of any documents tabled at the meeting; and
  - (m) a description of any oral briefing given to the meeting on a matter of council business; and
  - (n) any other matter required to be included in the minutes by or under the Act or any regulation.

### **City of Holdfast Bay Meeting Procedures**

- (5) Minutes will be made available electronically to members and placed on Council's website within 5 days of the meeting.
- (6) Minutes will include any Apologies, Leave of Absences granted and Absences.
- (7) The name(s) of person(s) wishing to appear as a deputation and the subject matter will be recorded in the minutes of a Council or Committee meeting, but the details of the content of the deputation will not be included.
- (8) The minutes of Council and Committee meetings will not include voting patterns, or record the names of individuals voting for and against, other than in the case of a division or as required under the conflict of interest provisions at sections 73 - 75D of the Act.
- (9) For the purposes of subregulation 8(4)(f), in the case of a material conflict of interest, the minutes must record the details specified under section 75C(5) of the Act, and in the case of a general conflict of interest, the details specified under section 75B of the Act.

### **Regulation 9—Questions**

- (1) A member may ask a question on notice by giving the chief executive officer written notice of the question at least 7 clear days before the date of the meeting at which the question is to be asked.
- (2) If notice of a question is given under subregulation (1)—
  - (a) the chief executive officer must ensure that the question is placed on the agenda for the meeting at which the question is to be asked; and
  - (b) the question and the reply must be entered in the minutes of the relevant meeting.
- (3) A member may ask a question without notice at a meeting.
- (4) The presiding member may allow the reply to a question without notice to be given at the next meeting.
- (5) A question without notice and the reply will not be entered in the minutes of the relevant meeting unless the members present at the meeting resolve that an entry should be made.
- (6) The presiding member may rule that a question with or without notice not be answered if the presiding member considers that the question is vague, irrelevant, insulting or improper.

### **City of Holdfast Bay Meeting Procedures**

- (7) Questions on notice are required to be received by the Chief Executive Officer no later than 5.00pm, 7 clear days before the date of the meeting at which the question is to be asked (in this case as the Council meets on a Tuesday, the deadline is 5.00pm the prior Monday).
- (8) A question received after the timeframe specified in City of Holdfast Bay provision 7 above will be treated as a question for a subsequent meeting of the Council.
- (9) The answer to a question on notice is to be circulated in writing at the Council Meeting, and the question and the reply must be entered into the minutes of the relevant meeting.

- (10) For the purposes of Subregulation 9(6), the presiding member must give reasons for ruling that a question with or without notice not be answered at the time the determination is made. The reasons will be communicated to the member who asked the question.
- (11) A member may ask a question prior to the moving of a motion or during debate on a motion (or an amendment) for clarification purposes only, without losing their right to speak to the motion (or the amendment). Questions should be succinct and relevant to the matter, and not be a statement.
- (12) Questions asked during the course of discussion or debate in a meeting that requires an answer will be directed to the presiding member and will not be asked directly to a member or officer. Answers given in response to such questions will also be directed to the presiding member.

## **Regulation 10—Petitions**

- (1) A petition to the council must—
  - (a) be legibly written or typed or printed; and
  - (b) clearly set out the request or submission of the petitioners; and
  - (c) include the name and address of each person who signed or endorsed the petition; and
  - (d) be addressed to the council and delivered to the principal office of the council.
- (2) If a petition is received under subregulation (1), the chief executive officer must ensure that the petition or, if the council has so determined as a policy of the council, a statement as to the nature of the request or submission and the number of signatures or the number of persons endorsing the petition, is placed on the agenda for the next ordinary meeting of the council or, if so provided by a policy of the council, a committee of the council.
- (3) Subregulation (2) may be varied at the discretion of the council pursuant to regulation 6.

### **City of Holdfast Bay Meeting Procedures**

- (4) Each page of a petition is to be presented by the head petitioner to Council's Administration and identify the name and contact details of the head petitioner.
- (5) Each page of a petition presented to Council is to restate the whole of the request or submission of the petitioners.
- (6) Where a page of a petition does not comply with City of Holdfast Bay provision 5 above, the signatures on that page will not be taken into account by the Council when considering the petition.
- (7) A petition to the Council must be received no less than 6 clear days prior to the date of the next ordinary meeting of the Council (in this case, as the Council meets on a Tuesday, the deadline is 5.00pm the prior Tuesday), or the date at which the head petitioner requests that the petition be presented to the Council. Petitions received less than 6 clear days will be tabled at the next subsequent meeting.
- (8) On receipt of a petition, a summary report providing the statement as to the nature of the request or submission of the petitioners, and the number of signatures with name and address details (address includes street name and/or suburb name) on the petition, will be placed on the agenda for the next ordinary council meeting, subject to provision 7 above. A full copy of the petition will be available for viewing upon request but will not be placed on the agenda.
- (9) Signatures without name and address details will not be counted as valid signatories.
- (10) Online petitions will be dealt with as above and must meet the following requirements to be presented to Council:
  - the petition must clearly set out the request or submission of the petitioners.
  - the names and addresses of each signatory must be clearly identified (in the case of an address, this must be by reference to at least a street name and/or suburb name).
  - the petition must be provided to Council either by mail (including email) or in person.

## **Regulation 11—Deputations**

- (1) A person or persons wishing to appear as a deputation at a meeting must deliver (to the principal office of the council) a written request to the council.
- (2) The chief executive officer must transmit a request received under subregulation (1) to the presiding member.
- (3) The presiding member may refuse to allow the deputation to appear at a meeting.
- (4) The chief executive officer must take reasonable steps to ensure that the person or persons who requested a deputation are informed of the outcome of the request.
- (5) If the presiding member refuses to allow a deputation to appear at a meeting, the presiding member must report the decision to the next meeting of the council or council committee (as the case may be).
- (6) The council or council committee may resolve to allow a deputation to appear despite a contrary ruling by the presiding member.
- (7) A council may refer the hearing of a deputation to a council committee.

### **City of Holdfast Bay Meeting Procedures**

- (8) A request for a deputation to the Council must be received no less than 6 clear days prior to the date of the next ordinary meeting of the Council (in this case as the Council meets on a Tuesday, the deadline is 5.00pm the prior Tuesday). Any request for a deputation received after this time will be treated as a request to appear at the next subsequent meeting.
- (9) Any person(s) wishing to appear as a deputation on behalf of an organisation, must, prior to the Council or Committee meeting at which they wish to appear, advise the Chief Executive Officer in writing of the date of formation and/or incorporation of their organisation, provide a copy of the Constitution and/or Rules of the organisation, a list of members, and evidence in the form of a minute that the organisation and/or body has approved the deputation.
- (10) Where an organisation has provided its incorporation details as outlined in provision 9 above, it will not be required to provide this information again for the term of the current Council.
- (11) A deputation may not exceed 3 people and must not exceed 5 minutes in total, not including questions from members at the end of the deputation, except with the consent of the presiding member.

## **Regulation 12—Motions**

- (1) A member may bring forward any business in the form of a written notice of motion.
- (2) The notice of motion must be given to the chief executive officer at least 7 clear days before the date of the meeting at which the motion is to be moved.
- (3) A motion the effect of which, if carried, would be to revoke or amend a resolution passed since the last general election of the council must be brought by written notice of motion.

- (4) If a motion under subregulation (3) is lost, a motion to the same effect cannot be brought—
- (a) until after the expiration of 12 months; or
  - (b) until after the next general election,
- whichever is the sooner.
- (5) Subject to the Act and these regulations, a member may also bring forward any business by way of a motion without notice.
- (6) The presiding member may refuse to accept a motion without notice if, after taking into account the Guiding Principles, he or she considers that the motion should be dealt with by way of a written notice of motion.
- (7) The presiding member may refuse to accept a motion if the subject matter is, in his or her opinion, beyond the power of the council or council committee (as the case may be).
- (8) A motion will lapse if it is not seconded at the appropriate time.
- (9) A member moving or seconding a motion will speak to the motion at the time of moving or seconding the motion, **unless the seconder reserves their right to speak to the motion at a later stage of the debate, in which case the seconder will not be considered to have spoken to the motion.**
- (10) A member may only speak once to a motion (**which includes speaking to an amendment to a motion**) except—
- (a) to provide an explanation in regard to a material part of his or her speech, but not so as to introduce any new matter; or
  - (b) with leave of the meeting; or
  - (c) as the mover in reply.
- (11) A member who has spoken to a motion **or has reserved their right to speak to the motion at a later stage pursuant to sub-regulation (9)** may not at a later stage of the debate move or second an amendment to the motion.
- (12) A member who has not spoken in the debate on a question may move a formal motion.
- (13) A formal motion must be in the form of a motion set out in subregulation (14) (and no other formal motion to a different effect will be recognised).
- (14) If the formal motion is—
- (a) that ***the meeting proceed to the next business***, then the effect of the motion, if successful, is, in the case of an amendment, that the amendment lapses and the meeting proceeds with the consideration of the motion before the meeting without further reference to the amendment and, in the case of a motion, that the motion lapses and the meeting proceeds to the next item of business; or
  - (b) that ***the question be put***, then the effect of the motion, if successful, is that debate is terminated and the question put to the vote by the presiding member without further debate; or
  - (c) that ***the question lie on the table***, then the effect of the motion, if successful, is that the meeting immediately moves to the next item of business and the question can then only be retrieved at a later time by resolution (and, if so retrieved, debate is then resumed at the point of interruption); or



- (d) that ***the question be adjourned***, then the effect of the motion, if successful, is that the question is disposed of for the time being but debate can be resumed at the later time (at the point of interruption); or
  - (e) that ***the meeting be adjourned***, then the effect of the motion, if successful, is that the meeting is brought to an end immediately without the consideration of further business.
- (15) If seconded, a formal motion takes precedence and will be put by the presiding member without discussion unless the motion is for an adjournment (in which case discussion may occur (but only occur) on the details for resumption).
- (16) A formal motion does not constitute an amendment to a substantive motion.
- (17) If a formal motion is lost—
- (a) the meeting will be resumed at the point at which it was interrupted; and
  - (b) if the formal motion was put during debate (and not at the end of debate) on a question, then a similar formal motion (ie a motion to the same effect) cannot be put until at least 1 member has spoken on the question.
- (18) A formal motion for adjournment must include the reason for the adjournment and the details for resumption.
- (19) Any question that lies on the table as a result of a successful formal motion under subregulation (14)(c) lapses at the next general election.
- (20) The chief executive officer must report on each question that lapses under subregulation (19) to the council at the first ordinary meeting of the council after the general election.
- (21) Subregulations (9), (10) and (11) may be varied at the discretion of the council pursuant to regulation 6.

### City of Holdfast Bay Meeting Procedures

- (22) All notices of motion are required to be received by the Chief Executive Officer no later than 5.00pm 7 clear days before the date of the meeting at which the motion is to be moved (in this case as the Council meets on a Tuesday, the deadline is 5.00pm the prior Monday).
- (23) A notice of motion received after the time specified in City of Holdfast Bay provision 22 above will be treated as a notice of motion for a subsequent meeting of the Council.
- (24) When placing a motion on an agenda, the Chief Executive Officer may take the opportunity to provide written comments to assist the Council to make an informed decision in relation to the item (Administrative comment).
- (25) A member may ask a question prior to the moving of a motion, or during debate on a motion (including debate on an amendment to the motion), for clarification purposes only, without losing their right to speak to the motion. Questions should be succinct and relevant to the matter and not be a statement.
- (26) A motion without notice (unrelated to an agenda item of business) will not be accepted for debate at the meeting at which it is brought forward unless:
  - the presiding member determines the matter is one of urgency; and
  - in the opinion of the presiding member, and taking into account the Guiding Principles, the motion relates to an issue that does not require additional information in order for the Council to make an informed decision on the motion.
- (27) A member wishing to move a motion that is different from that recommended in a Council report is encouraged to make available a written copy of their proposed motion to assist the presiding member, and minute taker, in the conduct of the meeting.
- (28) Where a member who has given notice of motion in accordance with Subregulation 12(2) is absent from the meeting at which the motion is to be considered, the motion will be adjourned to the next meeting, unless the presiding member has received written authority from the member in advance of the meeting for another member to move the notice of motion.
- (29) For the purposes of Subregulation 12(8), the presiding member is to ask for a seconder before declaring that a motion has lapsed.
- (30) For the purposes of Subregulations 12(10) and 12(11), an amendment to a motion is an alteration to the wording of a motion. It is a procedural device for the purposes of refining the motion, it is not a motion in its own right. As such, a member speaking to an amendment will be taken to have spoken to the motion. Similarly, a member that has spoken to a motion prior to the proposed amendment is not permitted to speak to the amendment, in the absence of leave of the meeting.

### Regulation 13—Amendments to motions

- (1) A member who has not spoken to a motion at an earlier stage of the debate may move or second an amendment to the motion.
- (2) An amendment will lapse if it is not seconded at the appropriate time.
- (3) A person who moves or seconds an amendment (and, if he or she chooses to do so, speaks to the amendment) will, in so doing, be taken to have spoken to the motion to which the amendment relates, **unless at the time of moving or seconding the amendment, the mover or seconder reserves their right to speak to later in the debate, in which case the mover or seconder will not be taken to have spoken to the amendment, or the motion to which the amendment relates.**

- (4) If an amendment is lost, only 1 further amendment may be moved to the original motion.
- (5) If an amendment is carried, only 1 further amendment may be moved to the original motion.
- (6) Subregulations (1), (3), (4) and (5) may be varied at the discretion of the council pursuant to regulation 6.

#### **City of Holdfast Bay Meeting Procedures**

- (7) Where possible, amendments are to be provided to the minute taker in writing to ensure accuracy of recording in the minutes.
- (8) For the purposes of Subregulation 13(2), the presiding member is to ask for a seconder before declaring that an amendment has lapsed.

#### **Regulation 14—Variations etc**

- (1) The mover of a motion or amendment may, with the consent of the seconder, request leave of the meeting to vary, alter or withdraw the motion or amendment.
- (2) The presiding member must immediately put the question for leave to be granted and no debate will be allowed on that question.

#### **Regulation 15—Addresses by members etc**

- (1) A member must not speak for longer than **3 minutes** at any 1 time without leave of the meeting.
- (2) A member may, with leave of the meeting, raise a matter of urgency.
- (3) A member may, with leave of the meeting, make a personal explanation.
- (4) The subject matter of a personal explanation may not be debated.
- (5) The contribution of a member must be relevant to the subject matter of the debate.
- (6) Subregulations (1) and (2) may be varied at the discretion of the council pursuant to regulation 6.

#### **City of Holdfast Bay Meeting Procedures**

- (7) A member at a Council meeting is to stand at the meeting to make an address to other members unless:
  - 7.1 that member is prevented from doing so due to physical disability;
  - 7.2 the item is discussed in Confidence; or
  - 7.3 the presiding member determines otherwise.
- (8) The presiding member shall reserve their contribution to the end of the debate (but before the mover speaks in reply) so as to avoid any suggestion of 'leading' the meeting. Noting that the role of the presiding member is to enhance the debate and that they can ask questions and add valuable information to the debate that the meeting may not be fully aware of.

## Regulation 16—Voting

- (1) The presiding member, or any other member, may ask the chief executive officer to read out a motion before a vote is taken.
- (2) The presiding member will, in taking a vote, ask for the votes of those members in favour of the question and then for the votes of those members against the question (and may do so as often as is necessary to enable him or her to determine the result of the voting), and will then declare the outcome.
- (3) A person who is not in his or her seat is not permitted to vote.
- (4) Subregulation (3)—
  - (a) may be varied at the discretion of the council pursuant to regulation 6; and
  - (b) does not apply in relation to a member participating in a council committee meeting by telephone or electronic means approved in accordance with procedures determined by the council or council committee for the purposes of section 89 of the Act.

### City of Holdfast Bay Meeting Procedures

- (5) Each item of business on the agenda is to be voted on separately.
- (6) A member who is unable to stand to vote due to injury, illness, infirmity, disability or other cause, must advise the presiding member that they require special arrangements to be made in order for their vote to be adequately signalled to those persons present, and is accurately recorded in the minutes (particularly in the case of a division being called). The presiding member may, in consultation with the member concerned, determine the manner in which the member is to signal their vote and will communicate this to the meeting.

## Regulation 17—Divisions

- (1) A division will be taken at the request of a member.
- (2) If a division is called for, it must be taken immediately and the previous decision of the presiding member as to whether the motion was carried or lost is set aside.
- (3) The division will be taken as follows:
  - (a) the members voting in the affirmative will, until the vote is recorded, stand in their places;
  - (b) the members voting in the negative will, until the vote is recorded, sit in their seats;
  - (c) the presiding member will count the number of votes and then declare the outcome.
- (4) The chief executive officer will record in the minutes the names of members who voted in the affirmative and the names of the members who voted in the negative (in addition to the result of the vote).
- (5) Subregulation (3) may be varied at the discretion of the council pursuant to regulation 6.

## **Regulation 18—Tabling of information**

- (1) A member may require the chief executive officer to table any documents of the council relating to a motion that is before a meeting (and the chief executive officer must then table the documents within a reasonable time, or at a time determined by the presiding member after taking into account the wishes of the meeting, and if the member who has required the tabling indicates that he or she is unwilling to vote on the motion until the documents are tabled, then the matter must not be put to the vote until the documents are tabled).
- (2) The chief executive officer may, in tabling a document, indicate that in his or her opinion consideration should be given to dealing with the document on a confidential basis under section 90 or 91 of the Act.

## **Regulation 19—Adjourned business**

- (1) If a formal motion for a substantive motion to be adjourned is carried—
  - (a) the adjournment may either be to a later hour of the same day, to another day, or to another place; and
  - (b) the debate will, on resumption, continue from the point at which it was adjourned.
- (2) If debate is interrupted for want of a quorum and the meeting is then adjourned, the debate will, on resumption, continue from the point at which it was interrupted.
- (3) Business adjourned from a previous meeting must be dealt with before any new business at a subsequent meeting.
- (4) The provisions of this regulation may be varied at the discretion of the council pursuant to regulation 6.

## **Regulation 20—Short-term suspension of proceedings**

- (1) If the presiding member considers that the conduct of a meeting would benefit from suspending the operation of all or some of the provisions of this Division for a period of time in order to allow or facilitate informal discussions, the presiding member may, with the approval of at least two-thirds of the members present at the meeting, suspend the operation of this Division (or any part of this Division) for a period determined by the presiding member.
- (2) The Guiding Principles must be taken into account when considering whether to act under subregulation (1).
- (3) If a suspension occurs under subregulation (1)—
  - (a) a note of the suspension, including the reasons for and period of suspension, must be entered in the minutes; and
  - (b) the meeting may proceed provided that a quorum is maintained but, during the period of suspension—
    - (i) the provisions of the Act must continue to be observed<sup>1</sup>; and
    - (ii) no act or discussion will have any status or significance under the provisions which have been suspended; and
    - (iii) no motion may be moved, seconded, amended or voted on, other than a motion that the period of suspension should be brought to an end; and

- (c) the period of suspension should be limited to achieving the purpose for which it was declared; and
- (d) the period of suspension will come to an end if—
  - (i) the presiding member determines that the period should be brought to an end; or
  - (ii) at least two-thirds of the members present at the meeting resolve that the period should be brought to an end.

**Note—**

- 1 See particularly Part 4 of Chapter 5, and Chapter 6, of the Act.

**Regulation 21 —Chief executive officer may submit report recommending revocation or amendment of council decision**

- (1) The chief executive officer may submit a report to the council recommending the revocation or amendment of a resolution passed since the last general election of the council.
- (2) The chief executive officer must ensure that the report is placed on the agenda for the meeting at which the report is to be considered.
- (3) The provisions of this regulation may be varied at the discretion of the council pursuant to regulation 6.

## **Part 3—Meetings of other committees**

### **Regulation 22—Application of Part**

The provisions of this Part apply to or in relation to the meetings of any council committee that is not subject to the operation of Part 2.

#### **City of Holdfast Bay Meeting Procedures**

- (1) A member of a Council Committee may remain seated when speaking to a matter being considered at a Committee meeting.
- (2) This Part 3 applies to the Alwyndor Management Committee, Audit Committee, Executive Committee and the Jetty Road Mainstreet Committee.
- (3) In accordance with section 90 (7a) of the Act, Committee members are able to attend the meeting electronically or via phone provided that members of the public can hear the discussion between all committee members.

### **Regulation 23—Notice of meetings for members**

Pursuant to section 87(15) of the Act, section 87 is modified in its application in relation to the meetings of a committee to which this Part applies as if subsections (4) and (7) to (10) of that section provided as follows:

- (a) that notice of a meeting of the committee may be given in a form determined by the committee after taking into account the nature and purpose of the committee;
- (b) that notice need not be given for each meeting separately;
- (c) that if ordinary meetings of the committee have a set agenda then notice of such a meeting need not contain, or be accompanied by, the agenda for the meeting;
- (d) that it is not necessary for the chief executive officer to ensure that each member of the committee at the time that notice of a meeting is given is supplied with a copy of any documents or reports that are to be considered at the meeting.

### **Regulation 24—Public notice of committee meetings**

Pursuant to section 88(7) of the Act, section 88 is modified in its application in relation to the meetings of a committee to which this Part applies as if subsections (2), (3) and (4) provided as follows:

- (a) that public notice need not be given for each meeting separately; and
- (b) that public notice may be given by displaying a notice and agenda in a place or places determined by the chief executive officer after taking into account the nature and purpose of the committee.

### **Regulation 25—Minutes**

- (1) The minutes of the proceedings of a meeting must include—
  - (a) the names of the members present at the meeting; and
  - (b) each motion carried at the meeting; and
  - (c) any disclosure of interest made by a member; and
  - (d) details of the making of an order under subsection (2) of section 90 of the Act (see subsection (7) of that section); and
  - (e) a note of the making of an order under subsection (7) of section 91 of the Act in accordance with the requirements of subsection (9) of that section.
- (2) The minutes of the proceedings at a meeting must be submitted for confirmation at the next meeting or, if that is omitted, at a subsequent meeting.

## **Part 4—Miscellaneous**

### **Regulation 26—Quorum for committees**

- (1) The prescribed number of members of a council committee constitutes a quorum of the committee and no business can be transacted at a meeting unless a quorum is present.
- (2) For the purposes of this regulation, the *prescribed number* of members of a council committee is—
  - (a) unless paragraph (b) applies—a number ascertained by dividing the total number of members of the committee by 2, ignoring any fraction resulting from the division, and adding 1; or
  - (b) a number determined by the council.

#### **Note—**

See also section 41(6) of the Act.

### **Regulation 27—Voting at committee meetings**

- (1) Subject to the Act and these regulations, a question arising for decision at a meeting of a council committee will be decided by a majority of the votes cast by the members present at the meeting and entitled to vote on the question.
- (2) Each member of a council who is a member of a council committee and who is present at a meeting of the committee must, subject to a provision of the Act to the contrary, vote on a question arising for decision at that meeting.
- (3) The presiding member of a council committee has a deliberative vote on a question arising for decision at the meeting but does not, in the event of an equality of votes, have a casting vote.

#### **City of Holdfast Bay Meeting Procedures**

- (4) Each member of a Council Committee who is present at a meeting of the Committee, must, subject to a provision of the Act to the contrary, vote on a question for decision at that meeting.
- (5) If a vote is tied and cannot be resolved by the Committee the matter is to be considered as lost.

### **Regulation 28—Points of order**

- (1) The presiding member may call to order a member who is in breach of the Act or these regulations.
- (2) A member may draw to the attention of the presiding member a breach of the Act or these regulations, and must state briefly the nature of the alleged breach.
- (3) A point of order takes precedence over all other business until determined.
- (4) The presiding member will rule on a point of order.
- (5) If an objection is taken to the ruling of the presiding member, a motion that the ruling not be agreed with must be moved immediately.
- (6) The presiding member is entitled to make a statement in support of the ruling before a motion under subregulation (5) is put.
- (7) A resolution under subregulation (5) binds the meeting and, if a ruling is not agreed with—
  - (a) the ruling has no effect; and
  - (b) the point of order is annulled.



## **28A – Exclusion of member from meeting by presiding member**

- (1) For the purposes of section 86(6b) of the Act, before giving a direction under that subsection, the presiding member must allow the member to make a personal explanation.
- (2) If a member is excluded from a meeting for a contravention of section 86(6a) of the Act, action cannot be taken under regulation 29 in respect of the contravention.
- (3) A member will not be taken to contravene section 86(6a) of the Act merely because the member is—
  - (a) objecting to words used by a member who is speaking; or
  - (b) calling attention to a point of order; or
  - (c) calling attention to want of a quorum.
- (4) For the purposes of section 86(6e) of the Act, if a member the subject of a direction excluding them from a meeting under section 86(6b) of the Act refuses to comply with the direction or enters the meeting in contravention of the direction, the remaining members at the meeting may, by resolution—
  - (a) censure the member; or
  - (b) suspend the member for a part, or for the remainder, of the meeting.

## **Regulation 29—Interruption of meetings by members**

- (1) A member of a council or council committee must not, while at a meeting—
  - (a) behave in an improper or disorderly manner; or
  - (b) cause an interruption or interrupt another member who is speaking.
- (2) Subregulation (1)(b) does not apply to a member who is—
  - (a) objecting to words used by a member who is speaking; or
  - (b) calling attention to a point of order; or
  - (c) calling attention to want of a quorum.
- (3) If the presiding member considers that a member may have acted in contravention of subregulation (1), the member must be allowed to make a personal explanation.
- (4) Subject to complying with subregulation (3), the relevant member must leave the meeting while the matter is considered by the meeting.
- (5) If the remaining members resolve that a contravention of subregulation (1) has occurred, those members may, by resolution—
  - (a) censure the member; or
  - (b) suspend the member for a part, or for the remainder, of the meeting.
- (6) A member who—
  - (a) refuses to leave a meeting in contravention of subregulation (4); or
  - (b) enters a meeting in contravention of a suspension under subregulation (5), is guilty of an offence.

Maximum penalty: \$1 250.

## **Regulation 30—Interruption of meetings by others**

A member of the public who is present at a meeting of a council or council committee must not—

- (c) behave in a disorderly manner; or
- (d) cause an interruption.

Maximum penalty: \$500.

## **City of Holdfast Bay - Miscellaneous Meeting Procedures**

### **1. Pre-Meeting**

- 1.1 Members are required to submit their activity reports in writing to the Chief Executive Officer no less than 6 clear days prior to the date of the next ordinary meeting of the Council (in this case as the Council meets on a Tuesday, the deadline is 5.00pm the prior Tuesday).
- 1.2 A member's activity report less than 6 clear days after the time specified in paragraph 1.1 above will be received and treated as an item for the next subsequent meeting.

### **2. Agenda**

- 2.1 There will be no Item of "Other Business" on the agenda for meetings. Sufficient opportunity is afforded to members to raise any issue in accordance with this Code of Practice, the Act and the Regulations.
- 2.2 The presiding member may alter the order of the agenda, subject to the leave of the Council or Committee, where it is expedient to do so e.g., if there are public in the gallery interested in a particular item in the agenda.

### **3. Fire Evacuation Process**

A copy of the Fire Evacuation process will be displayed in the Council chamber.

### **4. Meeting Protocols**

Council and Committee meetings will conclude no later than 10.30pm unless the meeting formally resolves on each specific occasion to continue beyond that time. When a meeting is likely to continue beyond 10.30pm a motion is to be put to the meeting whether to continue, or to adjourn the meeting, to another date and time.

### **5. Appointment to External Bodies**

- 5.1 The presiding member is to call for nominations before debate on a motion to appoint members to Committees and/or organisations (Council and external) can occur. If there are more nominations than positions, a ballot will be conducted.
- 5.2 All elected members (including the presiding member) will indicate which member(s) they wish to vote for on the ballot paper (or in the case of an electronic Committee conducted by electronic means, through electronic voting methods to be agreed prior by the meeting).
- 5.3 A senior council officer will conduct the count and provide the vote outcome to the chief executive officer, who is to report the number to the presiding member and confirm the vote count.
- 5.4 In the case of a tied ballot, elected members are to cast a further vote for their preferred candidate from the candidates who are tied (repeat paragraph 5.2 and 5.3 above). In the event that a revote cannot determine a clear winner (there is a continuing tie), then lots must be drawn to determine which candidate(s) will be excluded.
- 5.5 The presiding member will then announce the successful candidate.
- 5.6 The meeting will then make the appointment by resolution.

## **6. Mobile Telephones**

- 6.1 Mobile telephones may not be used for making or receiving calls during a Council or Committee meeting or Council Information/Briefing Session by members or Council Officers. Devices may be used to look up information relevant for the discussion on hand.
- 6.2 Mobile telephones must be switched off or turned to silent mode before a meeting commences.

## **7. Seating Arrangements in the Chamber**

The seating position of Elected Members in the Council Chambers is determined annually by the Mayor. If there are any issues which members would like to have taken into consideration when seating allocations are made, these can be addressed with the Mayor directly.

# Attachment 2

# Jetty Road Mainstreet Committee Terms of Reference

## 1. Establishment

- 1.1 The Council has established the Jetty Road Mainstreet Committee pursuant to section 41 of the *Local Government Act 1999*.
- 1.2 The Committee will be known as the Jetty Road Mainstreet Committee.
- 1.3 The Committee may be wound up at any time by resolution of the Council.

## 2. Functions and Responsibilities

- 2.1 To develop and have oversight of the Annual Business Plan and Budget based on the Separate Rate for The Jetty Road Mainstreet.
- 2.2 The Budget developed by the Jetty Road Mainstreet Committee (JRMC) must be considered in conjunction with the Annual Business Plan and the amount recommended to the Council for approval by the Council, is required to meet the objectives set out in the Annual Business Plan.
- 2.3 To have oversight of the implementation of the Annual Business Plan as approved by the Council.
- 2.4 To deliver initiatives as set out in the Annual Business Plan that contribute to the development and promotion of Jetty Road as a vibrant shopping, leisure and cultural destination for businesses, residents and visitors.
- 2.5 To initiate and encourage communication between businesses within the main street.

## 3. Membership

- 3.1 The JRMC will consist of up to 13 persons with a maximum of nine persons who are either landlords or businesses in the precinct and are contributing to the separate rate.
- 3.2 The JRMC may, if it wishes to do so, appoint up to two independent members, in addition to the nine representatives from landlords and businesses, who have relevant skills and experience which will benefit the committee without the requirement to be either landlords or businesses in the precinct contributing to the separate rate.
- 3.3 The membership of the Committee will consist of two Elected Members being Council members who are from either the Somerton or Glenelg wards. The Mayor shall attend one meeting of the Committee per quarter with no voting rights.
- 3.4 Members of the JRMC are appointed by the Council.

- 3.5 Elected Members and committee members are appointed for a term not exceeding two years. On expiry of their term, a member may be re-appointed by Council for a further two year term.
- 3.6 The JRMC may make recommendations to the Council regarding the reappointment of any member, at the expiration of the member's term of office and the reappointment is entirely at the discretion of council.
- 3.7 A JRMC Committee Member's office will become vacant if:
- 3.7.1 In the case of the Elected Members of the Council, appointed by the Council to the JRMC, the Elected Member ceasing to hold office as an Elected Member of the Council.
- 3.7.2 In the case of the other Management Committee Members appointed in accordance with Clause 3.1:
- Upon the Council removing that person from office
  - The member resigning their position from the JRMC
  - Upon the member no longer either landlords or businesses in the precinct and are contributing to the separate rate.
- 3.8 If Council proposes to remove a Committee Member from the Committee, it must give written notice to the Committee Member of its intention to do so and provide that Member with the opportunity to be heard at an Executive Committee meeting, if that Committee Member so requests.
- 3.9 If any Committee Member is absent for three consecutive meetings of the JRMC without leave of the JRMC, the JRMC may recommend to the Council that it remove that Member from office and appoint another person as a Committee Member for the unexpired term.
- 3.10 The removal of a Committee Member and appointment of another Committee Member pursuant to this Clause shall be entirely at the Council's discretion.
- 3.11 In the event of a vacancy in the office of a Committee Member, the Council shall, if it deems fit, appoint another person as a Committee Member on such terms and conditions as it thinks fit.
- 3.12 Each Committee Member must participate in the Council orientation and induction program for Committee Members and must attend all education and training programs as required by the Council from time to time.

#### 4. Method of Appointment of Committee Members

- 4.1 The method of appointment of the Committee Members will be as follows:
- 4.1.1 At the expiry of each committee member's term, if not eligible for reappointment, the Council will advertise the vacancies and seek nominations for the positions of the committee members of the JRMC.
- 4.1.2 The Council will call for nominations from landlords and businesses in the Precinct and are contributing to the separate rate and will assess these nominations against the following criteria:
- Retail and business experience
  - Marketing and/or advertising experience
  - Retail property management experience
  - Experience as a member of a Board of Management or similar governing body

- Availability to attend meetings.
- 4.1.3 If the committee recommends to Council that it believes that the committee would benefit from independent members appointed to the committee with specialist skills the Council would advertise for up to two independent members who had skills/experience in the following areas:
- Tourism
  - Events
  - Marketing
  - Food and dining
  - Economic development
  - Property development
  - Investment attraction
  - Urban planning and design.
- 4.1.4 The Selection Panel will comprise of a member of the JRMC, the Mayor, one Elected Member appointed to the Committee and the Chief Executive Officer of the Council. Which Elected Member will be mutually agreed by the two Elected Members on the JRMC. In the event that the two members cannot agree, the Mayor will decide.
- 4.1.5 The Selection Panel will make a recommendation to Council as to the appointment of the Committee members for consideration and appointment by the Council.

## 5. Presiding Member

- 5.1 At the first meeting of the JRMC in every second financial year, the JRMC shall appoint, for a bi-annual term, a Presiding Member and a Deputy Presiding Member from amongst the Committee Members. The Presiding Member of the Committee is the committee's official spokesperson.
- 5.2 The Presiding Member and Deputy Presiding Member are to be appointed from those members who are not Elected or Independent Members of the City of Holdfast Bay.
- 5.3 The Deputy Presiding Member will act in the absence of the Presiding Member and if both are absent from a meeting of the JRMC, the Committee members will choose a Committee Member from those present, who are not Elected Members of the City of Holdfast Bay, to preside at the meeting as the Acting Presiding Member.

## 6. Delegated Authority

- 6.1 Pursuant to section 44 of the *Local Government Act 1991*, the Committee does not assume the delegation of any powers, functions and duties of the Council. All decisions of the Committee will, therefore, constitute recommendations to the council.

## 7. Meetings

- 7.1 Meetings will be held at least once every two months.
- 7.2 A Notice of Meetings showing the meeting dates, times and locations will be prepared every 12 months and published on Council's web-site, and be displayed in a place or places determined by the CEO.

- 7.3 Meetings will not be held before 5:00pm unless the Committee resolves otherwise by a resolution supported by a two-thirds majority of members of the Committee.
- 7.4 A special meeting can be called by the Chief Executive Officer of the Council at the request of the Presiding Member or at least two members of the JRMC to deal with urgent business at any time. A request for a special meeting must include details of the time, place and purpose of the meeting which will be included in the notice of the special meeting.
- 7.5 Each notice of meeting, agenda and reports for each JRMC meeting shall be placed on the Council's website.
- 7.6 Members of the public have access to all documents relating to the JRMC unless prohibited by resolution of the Committee under the confidentiality provisions of section 91 of the *Local Government Act 1999*.

## 8. Quorum

- 8.1 A quorum will be half of the Committee plus one, ignoring any fractions. No business can be transacted at a meeting of the JRMC unless a quorum is present.

## 9. Public Access to Meetings

- 9.1 Members of the public are able to attend all meetings of the Committee, unless prohibited by resolution of the Committee under the confidentiality provisions of section 90 of the *Local Government Act 1999*.

## 10. Reporting

- 10.1 The JRMC will prepare a quarterly report to Council on the activities of the Committee reporting on in particular:
- Strategy – the adopted strategic management and financial plan for the Precinct including stakeholder engagement and resources
  - Promotion – promotional activities undertaken to promote their precinct, attendances of residents and visitors
  - Jetty Road Master Plan – provide recommendations to Council in relation to the upgrade of the Precinct's existing infrastructure and physical appearance aligned with the Jetty Road Master Plan.
  - Financial Performance - financial and general performance, monitor the aspects of the budget approved by Council relating to the JRMC and the Precinct.
- 10.2 The JRMC shall at least once per year, review its own performance, terms of reference and membership and provide a report to council including any recommended changes.
- 10.3 The JRMC presiding member will report to council annually summarizing the activities of the JRMC during the previous financial year.
- 10.4 The JRMC will provide a report for inclusion in the Council's Annual Report on the outcomes of the annual performance review.

## 11. Term of the Committee

- 11.1 The term of the Committee is two years while Elected Members are appointed for the duration of their tenure on Council.



## 12. Administration

Reference Number:	ECM No.
Responsible Officer(s):	General Manager, Community & Business
First Issued / Approved:	8 February 2022
Minutes Date and Council Resolution Number:	
Most Recent Review / Approved:	TBA
Minutes Date and Council Resolution Number:	TBA
Applicable Legislation:	

**Item No:** 8.8

**Subject:** **JETTY ROAD MAINSTREET COMMITTEE NOMINATIONS 2025-2027**

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## Summary

The Jetty Road Mainstreet Committee (JRMC) comprises of up to 13 persons who are a mix of the Jetty Road Mainstreet precinct business owners, commercial property owners (nine persons) and Elected Members of Council (two persons) and, if the committee so wishes, independent members (two persons). Business owners and owners of commercial property within the boundaries of the Jetty Road, Glenelg precinct who contribute to the separate rate levy are invited to nominate for a position on the Jetty Road Mainstreet Committee.

There are nine positions available for people who are either a landlord or business for the period 1 April 2025 – 31 March 2027. Nominations for the positions are open from 13 February to 27 February 2025.

This report seeks the appointment of a JRMC member to the Selection Panel.

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## Recommendation

**That the Jetty Road Mainstreet Committee:**

- 1. notes this report; and**
  - 2. endorses \_\_\_\_\_ to the Selection Panel in accordance with the Jetty Road Mainstreet Committee Terms of Reference.**
- 

## Background

The Jetty Road Mainstreet Committee (JRMC) comprises of up to 13 persons who are a mix of the Jetty Road Mainstreet precinct business owners, commercial property owners (nine persons) and Elected Members of Council (two persons) and, if the Committee so wishes, independent members (two persons).

The Jetty Road Mainstreet Committee 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, businesses, landlords, tourism providers, consumers and residents in the Precinct.

#### Current Members to 31 March 2025:

- Ms G Martin, Attitudes Boutique – Chair
- Mr A Warren, Beach Burrito – Deputy Chair
- Mr D Murphy, Glenelg Finance
- Ms K Bailey, The Colley Hotel
- Mr T Beatrice, Cibo Espresso
- Mr A Fotopoulos, Ikos Holdings Trust
- Mr C Morley, EIW Architects
- Ms B Millard, Yo-Chi
- Ms J Chudasama, Beaute Australia
- Ms S Mills, Independent Member
- Mr C Brown, Independent Member
- Councillor R Abley (as per the current terms of reference - 2-year term)
- Councillor A Kane (as per the current terms of reference - 2-year term)

## Report

Business owners and owners of commercial property within the boundaries of the Jetty Road Glenelg mainstreet precinct who contribute to the separate rate levy are invited to nominate for a position on the Jetty Road Mainstreet Committee. There are nine positions available for people who are either a landlord or business.

The term of appointment of all members of the Jetty Road Mainstreet Committee (JRMC) will be subject to section 41 of the *Local Government Act 1999*. The Terms of Reference of the Committee, under clause 7.5, state that the positions held by either businesses or landlords be appointed for a term not exceeding two years. The period for the next term is 1 April 2025 – 31 March 2027.

*Refer Attachment 1*

Nominations will be open from 13 February to 27 February 2025 and promoted in the Jetty Road Trader Newsletter, hard copy flyers and via the Jetty Road Trader's Facebook Group.

Clause 8.2 of the current Terms of Reference requires the Selection Panel (the Panel) comprise of a member of the JRMC, the Mayor, one Elected Member appointed to the committee and the Chief Executive Officer of Council. This report seeks the appointment of a JRMC member to the Panel.

The Panel will assess nominations using the following criteria:

- Retail business experience
- Marketing and/or advertising experience
- Retail property management experience
- Experience as a member of board/s of management or mainstreet committees
- Availability to attend committee meetings

### ***EOI Nomination Process***

Council Administration as per the Jetty Road Mainstreet Committee current Terms of Reference, Section 8, clauses 8.1 to 8.3), will

- Table a report at the Jetty Road Mainstreet Committee meeting, 12 February 2025, where the Committee will endorse a member to be part of the Selection Panel.
- On 13 February 2025, call for member nominations and communicate to all traders and landlords within the precinct via the City of Holdfast Bay website, trader electronic newsletters, Trader closed Facebook page and promote via Council's LinkedIn Account. This communication will outline the criteria and requirements. Nominations will remain open for a 2-week period, closing 27 February 2025 COB.
- Consolidate nominations and circulate to the Selection Panel for review and finalise recommendations for council consideration.
- Prepare a confidential report for the Council meeting, held 25 March 2025 to consider new committee appointments.
- Post council endorsement notify all nominees (successful and not successful) of the outcome.
- Contact all newly appointed committee members ensuring attendance at the first Jetty Road Mainstreet Committee meeting, to be held 2 April 2025. At this meeting, all new members will be welcomed, appointment of a Chair and Deputy Chair as per clause 9.2 of the current committee terms of reference will be endorsed and an overview of the induction process presented by Administration.

### ***Independent Member Appointment***

At the Council meeting held on the 27 February 2024, Council appointed two independent members for the remainder of the current term ending 31 March 2025 (C270224/7693). This term was to align with the current timing of the appointed members, as per the current Terms of Reference, Clause 7.2, this then provides the newly appointed committee the opportunity to consider appointing up to two independent members, who have the relevant experience which would benefit the committee at their discretion.

If it is agreed to proceed to appoint two independent members, the newly appointed committee, need to determine what skill set would be required to support the committee in the first instance and for what length of term.

Council Administration will then follow the same process as undertaken for the appointment of the new committee as outlined above, to include Council approval and the requirement to complete the induction.

### **Budget**

Not applicable

### **Life Cycle Costs**

Not applicable

## Strategic Plan

Innovation: entrepreneurialism  
Sustainability: resilience in our economy

## Council Policy

Jetty Road Mainstreet Committee Terms of Reference

## Statutory Provisions

Not applicable

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**Written By:** Business Development Partner

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

# Attachment 1



## Jetty Road Mainstreet Committee Terms of Reference

Endorsed by Council at its meeting held 8 February 2022 minute reference C080222/2543

### 1. Background/Preamble

The Jetty Road Glenelg Precinct (“the Precinct”) is recognised throughout South Australia and beyond as one of the best examples of a thriving traditional retail, hospitality and business district, servicing the needs of the community and around two million visitors each year.

In 1994, the former City of Glenelg established the Jetty Road Mainstreet Board (“the Board”) with the aim of supporting the Precinct to flourish and expand, to strengthen partnerships between businesses, the Council and local community. In 2007, the name was changed to the Jetty Road Mainstreet Management Committee (JRMMC) and later, to the Jetty Road Mainstreet Committee (JRMC).

### 2. Establishment

The Jetty Road Mainstreet Committee (JRMC) is an advisory committee of the City of Holdfast Bay formed under Section 41 of the *Local Government Act 1999*.

### 3. Objectives

The JRMC is established to advise Council on:

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

### 4. Purpose

The purpose of the JRMC is to:

- 4.1 Recommend a strategic management and financial plan for the Precinct for a period of at least four years for consideration and adoption by Council;
- 4.2 Promote the Precinct and to encourage its use by residents, visitors and the

## Jetty Road Mainstreet Committee Terms of Reference

greater community in general;

- 4.3 To make recommendations to Council in relation to the maintenance and upgrade of the Precinct's existing infrastructure and physical appearance to ensure it is maintained to a high standard in keeping with a historic seaside village concept;
- 4.4 To recommend annually to Council a budget to support the performance of its activities and functions. Through regular reporting to Council on the JRMC's financial and general performance, monitor the aspects of the budget approved by Council relating to the JRMC and the Precinct.

### 5. Code of Conduct

- 5.1 All members of the Jetty Road Mainstreet Committee are required to operate in accordance with Part 4 of the *Local Government Act 1999*, in that they are required at all times to:
  - 5.1.1 act honestly in the performance and discharge of official functions and duties;
  - 5.1.2 act with reasonable care and diligence;
  - 5.1.3 not make improper use of information or his or her position; and
  - 5.1.4 abide by the Elected Member Code of Conduct.
- 5.2 All members of the Committee will support as one the recommendations of the Committee and Council and will work with other members of the Committee and with employees of the City of Holdfast Bay in a respectful and professional manner at all times.
- 5.3 The JRMC is subject to compliance with all City of Holdfast Bay policies, plans and procedures.
- 5.4 The Conflict of Interest Provisions under the *Local Government Act 1999* shall apply to all members of the JRMC as if members of the JRMC were Members of Council.
- 5.5 The general duties contained in Section 62 of the *Local Government Act 1999* apply to all members of the JRMC as if members of the JRMC were members of Council.

### 6. Meetings

- 6.1 Meetings will be held at least once every 2 months.
- 6.2 All meetings of the JRMC shall held in a place open to the public except in special circumstances as defined by section 90 of the *Local Government Act 1999*.
- 6.3 A Notice of Meetings showing the meeting dates, times and locations will be prepared every 12 months and published on Council's web-site, and be displayed in a place or places determined by the CEO.
- 6.4 Meetings will not be held before 5:00pm unless the Committee resolves otherwise by a resolution supported by a two-thirds majority of members of the Committee.



## Jetty Road Mainstreet Committee Terms of Reference

- 6.5 A special meeting can be called by the Chief Executive Officer of the Council at the request of the Presiding Member or at least two members of the JRMC to deal with urgent business at any time. A request for a special meeting must include details of the time, place and purpose of the meeting which will be included in the notice of the special meeting.
- 6.6 Each notice of meeting, agenda and reports for each JRMC meeting shall be placed on the Council's website.
- 6.7 Members of the public have access to all documents relating to the JRMC unless prohibited by resolution of the Committee under the confidentiality provisions of section 91 of the *Local Government Act 1999*.

### 7. Membership

- 7.1 The Jetty Road Mainstreet Committee (JRMC) will consist of up to 13 persons with a maximum of 9 persons who are either landlords or traders in the precinct and are contributing to the separate rate.
- 7.2 The Jetty Road Mainstreet Committee may, if it wishes to do so, appoint up to 2 independent members, in addition to the 9 representatives from landlords and traders, who have relevant skills and experience which will benefit the committee without the requirement to be either landlords or traders in the precinct contributing to the separate rate.
- 7.3 The membership of the Committee will consist of two (2) Elected Members being Council members who are from either the Somerton or Glenelg wards. The Mayor shall attend one meeting of the Committee per quarter with no voting rights.
- 7.4 Members of the JRMC are appointed by the Council.
- 7.5 Elected Members and committee members are appointed for a term not exceeding 2 years. On expiry of their term, a member may be re-appointed by Council for a further two year term.
- 7.6 The JRMC may make recommendations to the Council regarding the reappointment of any member, at the expiration of the member's term of office and the reappointment is entirely at the discretion of council.
- 7.7 A JRMC Committee Member's office will become vacant if:
- 7.7.1 In the case of the Elected Members of the Council, appointed by the Council to the JRMC, the Elected Member ceasing to hold office as an Elected Member of the Council; and
- 7.7.2 In the case of the other Management Committee Members appointed in accordance with Clause 7.1:
- upon the Council removing that person from office; or
  - the member resigning their position from the JRMC.
  - upon the member no longer either landlords or traders in the precinct and are contributing to the separate rate.
- 7.8 If Council proposes to remove a Committee Member from the Committee, it must

## Jetty Road Mainstreet Committee Terms of Reference

give written notice to the Committee Member of its intention to do so and provide that Member with the opportunity to be heard at an Executive Committee meeting, if that Committee Member so requests.

- 7.9 If any Committee Member is absent for three consecutive meetings of the JRMC without leave of the JRMC, the JRMC may recommend to the Council that it remove that Member from office and appoint another person as a Committee Member for the unexpired term.
- 7.10 The removal of a Committee Member and appointment of another Committee Member pursuant to this Clause shall be entirely at the Council's discretion.
- 7.11 In the event of a vacancy in the office of a Committee Member, the Council shall, if it deems fit, appoint another person as a Committee Member on such terms and conditions as it thinks fit.
- 7.12 Each Committee Member must participate in the Council orientation and induction program for Committee Members and must attend all education and training programs as required by the Council from time to time.

### 8. Method of Appointment of Committee Members

- 8.1 The method of appointment of the Committee Members will be as follows:
- 8.1.1 At the expiry of each committee member's term, if not eligible for reappointment, the Council will advertise the vacancies and seek nominations for the positions of the committee members of the JRMC.
- 8.1.2 The Council will call for nominations from either landlords or traders in the precinct and are contributing to the separate rate and will assess these nominations against the following criteria:
- Retail business experience
  - Marketing and/or advertising experience
  - Retail property management experience
  - Experience as a member of a Board of Management or similar governing body
  - Availability to attend meetings
- 8.1.3 If the committee recommends to Council that it believes that the committee would benefit from independent members appointed to the committee with specialist skills the Council would advertise for up to 2 independent members who had skills/experience in the following areas:
- Tourism
  - Events
  - Marketing
  - Food and Dining
  - Economic Development
  - Property Development
  - Investment Attraction
  - Urban Planning and Design

## Jetty Road Mainstreet Committee Terms of Reference

- 8.2 The selection panel will comprise of a member of the JRMC, the Mayor, one elected member appointed to the committee and the Chief Executive Officer of the Council. Which elected member will be mutually agreed by the two Elected Members on the committee. In the event that the two members cannot agree, the Mayor will decide.
- 8.3 The selection panel will make a recommendation to Council as to the appointment of the committee members for consideration and appointment by the Council.

### 9. Office Bearers

- 9.1 At the first meeting of the JRMC in every second financial year, the JRMC shall appoint, for a bi-annual term, a Presiding Member and a Deputy Presiding Member from amongst the Committee Members. The Presiding Member of the Committee is the committee's official spokesperson.
- 9.2 The Presiding Member and Deputy Presiding Member are to be appointed from those members who are not Elected or Independent Members of the City of Holdfast Bay.
- 9.3 The Deputy Presiding Member will act in the absence of the Presiding Member and if both are absent from a meeting of the JRMC, the Committee members will choose a Committee Member from those present, who are not Elected Members of the City of Holdfast Bay, to preside at the meeting as the Acting Presiding Member.

### 10. Voting Rights

- 10.1 All members have equal voting rights.
- 10.2 All decisions of the JRMC shall be made on the basis of a majority decision of the JRMC members present.
- 10.3 Unless required by legislation not to vote, each member must vote on every matter which is before the JRMC for decision.
- 10.4 The Presiding Member has a deliberative vote, and in the event of an equality of votes has a casting vote.

### 11. Meeting Procedures

- 11.1 Meetings of the JRMC will be conducted in accordance with the *Local Government Act 1999, Part 3 of the Local Government (Procedures at Meetings) Regulations 2000*, these Terms of Reference and any applicable Code of Practice adopted by the Council.
- 11.2 In so far as *the Local Government Act 1999, Part 3 of the Local Government (Procedures at Meetings) Regulations 2000*, the Council's Code of Practice – Procedures at Meetings as applicable to the JRMC and the Terms of Reference does not specify a procedure to be observed in relation to the conduct of a meeting of the JRMC, then the JRMC may determine its own procedure.
- 11.3 If a member of the JRMC is unable to attend a meeting, they may participate in the meeting by telephone or video conference, in accordance with any procedures prescribed by the regulation or determined by the council under section 89 LG Act and

## Jetty Road Mainstreet Committee Terms of Reference

provided that any members of the public attending the meeting can hear the discussion between all committee members.

- 11.4 The decision of the person presiding at the meeting of the Committee in relation to the interpretation and application of meeting procedures is final and binding on the Committee.
- 11.5 A special meeting can be called by the Chief Executive Officer of the Council at the request of the Chair or at least two members of the JRMCM to deal with urgent business at any time. A request for a special meeting must include details of the time, place and purpose of the meeting which will be included in the notice of the special meeting. All Members must be given at least four hours' notice of a special meeting.
- 11.6 All decisions of the JRMCM shall be made on the basis of a majority of the members present in person or via provisions in 11.3.
- 11.7 The presiding member has the right to refuse a motion without notice if he/she thinks that the matter should be considered by way of a written notice of motion, or if he/she believes the motion is vexatious, frivolous or outside of the scope of the Committee.
- 11.8 The presiding member has the right to end debate if he/she believes that the matter has been canvassed sufficiently, taking into account the Guiding Principles of the *Local Government (Procedures at Meetings Regulations) 1999*.

### 12. Quorum

- 12.1 A quorum will be half of the Committee plus one, ignoring any fractions. No business can be transacted at a meeting of the JRMCM unless a quorum is present

### 13. Minutes of Meetings

- 13.1 Minutes of the JRMCM meetings will be placed on Council's website and a copy provided to all Council and JRMCM members within 5 days of a meeting of the JRMCM.
- 13.2 Minutes of the JRMCM meetings will be presented to the next meeting of the Council for their information and endorsement.
- 13.3 Where necessary the minutes of JRMCM will include commentary relevant to the decisions made by the committee. This is not a verbatim record of the meeting.

### 14. Financial Management

- 14.1 The JRMCM financial records will be maintained by the council.
- 14.2 The JRMCM will present to the Council for its consideration and adoption, a proposed annual budget for its activities for the ensuing financial year within the timeframes established by Council for its annual budget preparation cycle.
- 14.3 The financial year shall be from 1 July to 30 June in the following year.

### 15. Reporting Requirements

## Jetty Road Mainstreet Committee Terms of Reference

- 15.1 The JRMC will prepare a quarterly report to Council on the activities of the Committee reporting on in particular:
- Strategy – the adopted strategic management and financial plan for the Precinct including stakeholder engagement and resources
  - Promotion – promotional activities undertaken to promote their precinct, attendances of residents and visitors
  - Jetty Road Master Plan – provide recommendations to Council in relation to the upgrade of the Precinct’s existing infrastructure and physical appearance aligned with the Jetty Road Master Plan.
  - Financial Performance - financial and general performance, monitor the aspects of the budget approved by Council relating to the JRMC and the Precinct.
- 15.2 The JRMC shall at least once per year, review its own performance, terms of reference and membership and provide a report to council including any recommended changes.
- 15.3 The JRMC presiding member will report to council annually summarizing the activities of the JRMC during the previous financial year.
- 15.4 The JRMC will provide a report for inclusion in the Council’s Annual Report on the outcomes of the annual performance review.

### 16. Secretariat and Support

- 16.1 The Council will employ and manage appropriate Administrative staff<sup>1</sup> to assist the Committee to meet its objectives.
- 16.2 The Chief Executive Officer will ensure that the JRMC has access to reasonable administrative resources in order to carry out its duties.
- 16.3 All workplace equipment and facilities are provided by the Council.
- 16.4 The members of the JRMC will be provided with appropriate and timely training, both in the form of an induction program for new members and on an ongoing basis for all members.

### 17. Roles and Responsibilities

- 17.1 Chair
- To provide leadership to the Committee.
  - To act as the presiding member at all meetings of the Committee, ensuring that the meeting is conducted in a proper and orderly manner, complying with the requirements of the Local Government Act 1999 and the Local Government (Procedures at Meetings Regulations) 1999.
  - To act as the principal spokesperson of the Committee in accordance with Council’s media policy.
  - To act as the Committee’s primary contact with the Administrative staff.

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<sup>1</sup> Funded from the separate rate

## **Jetty Road Mainstreet Committee Terms of Reference**

- To regularly liaise with Council Administrative staff in relation to the work of the Committee.
- To provide feedback on Council Administrative staff performance, as required. (The Committee will have the opportunity to provide comment and feedback on staff performance as part of the six monthly City of Holdfast Bay Performance Development Review process. However, any feedback from individual Committee members regarding staff performance must be provided through the Chair).

### 17.2 Deputy Chair

In the absence of the Chair, to fulfil the role of the Chair.

### 17.3 Committee Members

- To attend all meetings of the Committee as practical.
- To make recommendations to Council in a fair and impartial manner, and which are within the scope of the Committee.
- To declare any conflict of interest and act appropriately in respect of that conflict.
- To listen to alternate views and act respectfully to other Committee Members.
- Committee Members have no role in directing Administrative staff of the Council.

### 17.4 Administration

- To refer recommendations of the Committee to Council.
- To provide secretariat and administrative support to the functions of the Committee.
- To ensure that meetings of the Committee occur as scheduled and that members are provided with information in a timely manner.
- To liaise between the Committee and the Jetty Road Traders on matters relevant to the Committee.
- The Coordinator, Jetty Road Development is the principal point of contact between the Committee, through the Chair, and Administration.