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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

**Glenelg Library Meeting Room
Colley Terrace, Glenelg**

Wednesday 4 July 2018 at 6.00pm

Justin Lynch
CHIEF EXECUTIVE OFFICER



Jetty Road Mainstreet Committee Agenda

1. OPENING

The Chairman, Mark Faulkner will declare the meeting open at 6:00 pm.

2. APOLOGIES

2.1 Apologies – Nil

2.2 Absent

3. 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.

4. CONFIRMATION OF MINUTES

Motion

That the minutes of the Jetty Road Mainstreet Committee held on 6 June 2018 be taken as read and confirmed.

Motion

That the minutes of the special meeting of the Jetty Road Mainstreet Committee held on 20 June 2018 be taken as read and confirmed.

5. QUESTIONS BY MEMBERS

5.1 Without Notice

5.2 With Notice - Nil

6. MOTIONS ON NOTICE - Nil

7. REPORTS/ITEMS OF BUSINESS

7.1 JRMC Monthly Finance Report (Report No: 231/18)

7.2 Jetty Road Mainstreet Governance Model (Report No: 228/18)

7.3 Winter Wonderland 2018 – Update (Report No: 229/18)

7.4 Jetty Road Traders Awards 2018 (Report No: 230/18)

7.4 Jetty Road Retail Strategy (verbal update)

8. URGENT BUSINESS – Subject to the Leave of the Meeting

9. DATE AND TIME OF NEXT MEETING

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 1 August 2018 in the Glenelg Library Meeting Room, Colley Terrace, Glenelg.

10. CLOSURE

**JUSTIN LYNCH
CHIEF EXECUTIVE OFFICER**

Item No: 7.1
Subject: **MONTHLY FINANCE REPORT**
Date: 4 July 2018
Written By: Jetty Road Development Coordinator
General Manager: Ms M Lock, Community Services

SUMMARY

Jetty Road Mainstreet Committee June 2018 variance report will be tabled at the 1 August JRMC meeting as final invoices are still currently being reconciled.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this report.

COMMUNITY PLAN

Placemaking: Creating lively and safe places
Community: Providing welcoming and accessible facilities
Community: Fostering an engaged and contributing community
Economy: Supporting and growing local business
Economy: Boosting our visitor economy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

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 budget each month to ensure that all expenditure and income is within approved parameters.

REPORT

The current 2017/2018 Jetty Road Mainstreet budget is on track and the June 2018 variance report will be tabled at the 1 August JRMC meeting as final invoices are still currently being reconciled.

BUDGET

Not Applicable

LIFE CYCLE COSTS

There are no life cycle costs associated with this report.

Item No: 7.2

Subject: **JETTY ROAD MAINSTREET GOVERNANCE MODEL**

Date: 4 July 2018

Written By: Jetty Road Development Coordinator

General Manager: Ms M Lock, Community Services

SUMMARY

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*. Membership consists up to 11 members and aligns with the current term of Council and is required to operate in accordance with Part 4 of the Local Government Act 1999. The JRMC conducted a Special Meeting on 20 June 2018 to workshop alternative governance models with a facilitator and external subject matter experts.

A discussion paper on the alternative models has been provided to the Committee and has been updated as new information has come to light from the various subject matter experts. The updated discussion paper is attached and is provided for the Committee to recommend preferred model to Council.

Refer attachments 1 & 2

RECOMMENDATION

That the JRMC :

- 1. Consider the following governance models:**
 - a. Section 41 Committee – retain as per status quo;**
 - b. Section 41 Committee that enjoys delegated authority to make decisions on behalf of the Council;**
 - c. Incorporated association established under the *Associations Incorporation Act 1985* (“the AI Act”);**
 - d. Council subsidiary established pursuant to section 42 of the LG Act; and,**
 - 2. That the JRMC recommends to Council a preferred governance model.**
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COMMUNITY PLAN

Placemaking: Creating lively and safe places

Community: Providing welcoming and accessible facilities

Community: Fostering an engaged and contributing community

Economy: Supporting and growing local business

Economy: Boosting our visitor economy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The JRMC conducted a Special Meeting on 20 June 2018 to workshop alternative governance models with a facilitator and external subject matter experts including:

Tracey Riddle and Natasha Jones – Kelledy Jones Lawyers

David West, Premier Retail Marketing

Melissa Kretschmer, CHB Team Leader Governance, Strategic and Commercial Services

Rob McKay – Deputy Chairperson, Rundle Mall Management Authority

Virginia Miller, Business Partner, City of Holdfast Bay

REPORT

A discussion paper on the alternative models has been provided to the Committee and been updated as new information has come to light the various subject matter experts. The updated discussion paper is attached and is provided for the Committee to recommend the preferred model to Council as well as notes from the 20 June Workshop.

Refer attachments 1 & 2

If the JRMC decide to proceed with the selection of a new governance model the process will be:

- 4 July – recommend to Council preferred new governance model.
- 24 July – Council will receive the minutes of the 4 July JRMC

BUDGET

The JRMC 2018/19 budget has been approved by Council without consideration of the proposed changes for a new governance model.

LIFE CYCLE COSTS

The JRMC need to consider budget implications associated with establishing a new governance model.



JETTY ROAD MAINSTREET GOVERNANCE MODELS DISCUSSION PAPER

Author: General Manager Community Services
Title: Jetty Road Mainstreet Governance Models
Date: June 2018

Background

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 1.3 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).

Current Model

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 LG Act”). The JRMC operates in accordance with the Terms of Reference adopted by the Council.

Membership of the JRMC consists up to 11 members and aligns with the current term of Council and is required to operate in accordance with Part 4 of the *Local Government Act 1999*.

The JRMC 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; and
- initiatives required to operate the Precinct in accordance with the Council’s Strategic Management Plans.

Subject to compliance with all Council policies, plans and procedures, the purpose of the JRMC is to:

- recommend a strategic management and financial plan for the Precinct for a period of at least four years for consideration and adoption by Council;
- promote the Precinct and to encourage its use by residents, visitors and the greater community in general;
- 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; and
- 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.

The JRMC also facilitates and maintains communication between the Council, traders, landlords, tourism providers, consumers and residents within the Precinct.

Meetings of the JRMC are held at least once every 2 months and conducted in accordance with Part 3, of the *Local Government Act (Procedures at Meetings) Regulations 1999*, the City of Holdfast Bay Code of Practice for Meeting Procedures and any additional procedures discussed within the Terms of Reference.

Importantly, during preparation of the draft retail strategy in 2017, JRMC expressed an interest in exploring alternative governance models to improve functionality, independence and effectiveness in pursuit of continuous business improvement.

Interim investigations have identified that the following are options regarding the governance models for the JRMC moving forward:

1. Section 41 Committee – retain as per status quo;
2. Section 41 Committee that enjoys delegated authority to make decisions on behalf of the Council;
3. Incorporated association established under the *Associations Incorporation Act 1985* (“the AI Act”);
4. Council subsidiary established pursuant to section 42 of the LG Act.

Of the above, the following two options are considered to be a viable proposition if the Council wishes to move away from the section 41 Committee governance model:

- Option 1 – incorporated association in the nature of a ‘Business Improvement Association’;
- Option 2 – Council subsidiary established under section 42 of the *Local Government Act 1999*.

Further details regarding these models are set out below.

OPTION 1.

Business Improvement Association (BIA)/Association Model

This model is based on the concept of establishing an independent Business Improvement Association (BIA). A BIA is an organisation distinct from the Council that is established to service a specific geographic zone. Commercial buildings within the defined zones or districts pay a special levy, which funds activities focused on improving that specific area.

A BIA works alongside local government to supplement services and activities. To establish a BIA, businesses within a geographic area need to informally agree to the concept. The businesses then approach Council to conduct a formal consultation process to enable

businesses that would be affected by a levy, to provide feedback. Under this model, the Council is still responsible for raising the special levy (i.e. as a separate rate under the LG Act) and providing it to the BIA to be administered. The model necessitates the BIA and Council entering into a funding agreement that addresses the terms on which the levy is raised and provided and ensures accountability by the BIA in its management of public funds.

Jetty Road Mainstreet traders and service providers would be required to set up a non-profit incorporated body under the AI Act via Consumer and Business Services.

An incorporated association is a legal entity in its own right and is governed by an executive committee which usually includes the following; Public Officer, Chair, Secretary, Treasurer and committee members. An incorporated association is ultimately accountable to its members (membership entitlements are a matter dealt with under the Rules of the association).

Incorporated associations that are prescribed with gross receipts of more than \$500,000 per year, need to lodge annual financial statements with Consumer and Business Services. Associations must follow legal standards of accounting and annually audit association finances in accordance with the AI Act.

Funding

The BIA is responsible for administering the levy paid to the Council by commercial building owners within the agreed geographic boundaries. As above, the Council will collect the levy via the rating process and distribute the revenue to the BIA.

The BIA is responsible for undertaking business planning annually to determine the amount of the levy required to be collected and making recommendations to the Council regarding the same. The Council is ultimately responsible, having regard to the BIA's recommendations, to determine the amount that will be raised by a separate rate to fund the levy.

This funding model is similar to a grant arrangement, where an annual plan of business improvement activities is provided to Council, and upon the Council declaring and collecting the separate rate, the revenue is forwarded to the BIA to financially manage. The BIA would report twice a year to the Council acquitting the levy expended.

As above, the terms of the funding model will be set out in a funding agreement between the BIA and the Council.

BIA is structured as a non-profit organisation, separate from Council, and is eligible to engage in fee-for-service arrangements. Additionally, they can seek funding and grants from other bodies.

Governance

BIAs are a separate legal entity from the Council. Although globally BIAs work closely with Council to ensure strategic objectives are achieved and all funds raised are fully acquitted.

The incorporated association is member based organisation governed by a constitution (otherwise known as 'Rules') which is lodged with Consumer and Business Services.

A committee of management, is charged with management of the organisation. The committee of management, is made up of volunteers, drawn from members or their nominees, in accordance with the constitution. The Rules of the association provide for membership of the committee of management. By way of example, a common approach is that each year at the AGM of the association, the committee of management positions are declared vacant. All full members of the incorporated association are eligible to vote at the AGM as well as to stand for election, or to nominate someone to stand on their behalf.

The committee of management may employ staff (i.e. an executive manager) to oversee the day to day activities of the organisation. In this case, the executive manager reports each month at management meetings on the running of the organisation.

Responsibility

A BIA is responsible for all associated expenses drawn from the levy raised by Council on behalf of the BIA including;

- Audit committee
- Internal and external auditors
- Human Resource management and all associated functions
- Finance systems – produce an annual budget which meets all of the financial regulations and standards
- Business plans
- Annual reports

This envisages any services provided by Council, would be on-charged to the BIA for reimbursement from Levy funds.

OPTION 2.

Subsidiary Model

Ministerial approval is required under the LG Act to establish a Council subsidiary. A subsidiary is a legal entity in its own right and is governed by a board. Membership of the board is provided for in the Subsidiary's Charter.

Specifically, to establish a subsidiary, a Charter is prepared by Council addressing matters including (but not limited to) the following;

- Purpose of the subsidiary
- Constitution of the board of management
- Determine whether board members need to submit returns under the LG Act
- Powers, functions and duties of the subsidiary
- Scope and description of any activities undertaken out of the Council area

- Staffing issues – can the subsidiary employ staff and if they are able to the conditions and processes of employment
- Funding arrangements – fully self-funding or partially funded and any other relevant arrangements relating to costs and funding
- Any special accounting, internal auditing or financial systems or practices to be established or observed by the subsidiary
- Acquisition or disposal of assets
- Manner in which surplus revenue is to be dealt with by the subsidiary
- Nature and scope of any investments the subsidiary can undertake
- Reporting obligations to Council – operations, financial position and other relevant issues.

Council can include any other relevant matters and has the power to review the Charter at any time to align with Council’s strategic plans and amend the Charter as required.

Funding

Council would need to agree to raise a compulsory levy paid by all businesses within precinct. Again, the levy would be raised by way of the Council declaring a separate rate. The precinct’s geographic boundaries would be determined by Council.

The subsidiary would manage, expend and acquit all funds raised by Council from the levy in accordance with the requirements of the Charter

Governance

A subsidiary appoints a board of management with the membership determined by Council. The board of management may consist of or include persons who are not members of Council. Board members are appointed for a term not exceeding 4 years and at the expiration of a term of office are eligible for reappointment (unless the Charter provides to the contrary).

The board of management is responsible for the administration of the affairs of the subsidiary, and for ensuring that:

- The subsidiary observes all plans, targets, structures, systems and practices required or applied to the subsidiary by the Council
- The subsidiary prepares and adopts a business plan consistent with its charter including:
 - Performance targets to be met,
 - Statement of financial and other resources,
 - internal processes that will be required to meet the targets,
 - Performance measures that are to be used to monitor and assess performance.

The board’s liabilities are guaranteed by Council and any borrowings need to be approved.

The Council has the ability to direct the Subsidiary.

Responsibility

Under the subsidiary model, the subsidiary will be responsible for all associated expenses drawn from the levy raised by Council on behalf of the subsidiary, including:

- audit committee
- internal and external auditors
- Human Resource management and all associated functions
- finance systems – produce an annual budget which meets all of the financial regulations and standards
- business plans
- annual reports

Overview

	BIA	Subsidiary	Current
Established under	Associations Incorporation Act 1985	Local Government Act (s42)	Local Government Act (s41)
Governance structure	Executive committee appointed in accordance with Constitution (may include members and non-members)	Board (determined by Council)	Committee (determined by Council)
AGM	Annually	Not required	Not required
Governing Rules	Constitution	Charter	Terms of Reference
Direction & Control	Members	Council	Council
Liability	Own assurance	Guaranteed by Council	Guaranteed by Council
Reporting to	Members	Council	Council
Financial management	Annual audited accounts as per AI Act	Annual audited accounts as per LG Act	Annual audited accounts as per terms of reference
Staff	Employed by Association	Employed by Subsidiary	Employed by Council
Employees	Manager, plus required admin. staff	Manager, plus required admin. staff	n/a – see above
Ability to raise funds	BID requests Council to raise agreed funds	Council to raise a compulsory levy	Council to raise a compulsory levy

Budget	Agreed by members	Recommended to and agreed by Council	Recommended to and agreed by Council
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Discussion Points

- Risks/liabilities associated with each respective governance model
- Financial implications associated with each respective governance models
- Human resource management implications with each respective governance model.
- Accountability/Responsibility with each respective governance model.

Next Steps

The timeframes outlined below are associated with the consideration of the alternate governance models for JRMC:

- 6 June JRMC Meeting - **Discussion Paper** Tabled for Consideration
- 20 June Special JRMC Meeting – **Workshop** with facilitator and external governance experts
 - Tracey Riddle – Kelledy Jones Lawyers
 - David West, Premier Retail Marketing
 - Melissa Kretschmer, CHB Team Leader Governance, Strategic and Commercial Services.
 - Rob McKay – Deputy Chairperson, Rundle Mall Management Authority
- 4 July 2018 JRMC Meeting - **JRMC Endorse** the preferred Governance model to be approved by Council.

**Summary of discussion from the Jetty Road Mainstreet Special Meeting
Tuesday 20 June 2018 6.30pm**

Incorporated Association

- established under the *Associations Incorporation Act 1985*;
- may only be formed for specified purposes, but the proposed operations of a Jetty Road Mainstreet Association would be a service that could fall within such purposes;
- must be a 'not-for-profit' enterprise. That is, no money or assets may be distributed to the members of the association and the principle purpose must not be to secure a pecuniary profit for its members (although the association itself may make a profit, provided it is not then distributed to members);
- responsible for its own debts and liabilities;
- matters such as any proposed Council contributions to initial start-up costs, membership fees and the amount to be further contributed by the Council by way of a special levy, need to be considered, and a Funding Agreement with the Council will be required;
- as part of the Funding Agreement, the association will be required to prepare and provide to the Council audited accounts, an annual report, a budget and an annual business plan;
- administration, including but not limited to, matters such as; arranging meetings, minute takers, preparation of Agendas, the AGM, record keeping, financial obligations and training for members will need to be considered, and managed, by the association;
- the association is removed from the obligations and requirements of the *Local Government Act 1999*;
- the membership is established by the Rules, and may include criteria for membership and a process in order to become a member;
- allows (subject to the Rules) for a broad membership and for members of the community to become involved as members of the Committee of Management of the association;
- the Committee of Management is appointed in accordance with the Rules and, usually, are elected by the member(s) of the association;
- the Rules may be amended by special resolution of the members and notice must be given to Consumer and Business Affairs;
- will be responsible for arranging insurance requirements for members of the Committee of Management, as well as workers compensation or asset protection (as required).

Subsidiary

- a single Council subsidiary is established under section 42 of and Schedule 2 to, the *Local Government Act 1999*;
- Schedule 2 sets out the framework that will apply to a Council subsidiary;
- to establish a Council subsidiary, the Council must obtain the approval of the Minister, which will include the Council providing the proposed Charter for the subsidiary;
- the Charter must address a range of matters, including the purpose, constitution, powers, functions and duties, activities, board membership, staffing, funding, accounting, acquisition and disposal of assets, surplus revenue and reporting;
- the Charter may subsequently be amended by the Council, without the need for further Ministerial approval, but subject to certain notice provisions;
- the Council subsidiary will be formed when the Minister gives notice of approval in the Gazette;
- upon establishment, the subsidiary is a body corporate, has the powers, functions and duties specified in its Charter and holds its property on behalf of the Council;
- the subsidiary is subject to direction of the Council and must provide information to and report to, the Council on request;
- subject to the Charter, the Board of Management is appointed by the Council and can include people who are not members of the governing body of the Council;
- the subsidiary must prepare and adopt a business plan and budget;
- liabilities of a subsidiary are guaranteed by the Council;
- legally, no member of the Board of Management of a subsidiary need be a member of the Council, although it is usual practice to include at least one;
- for reasons of good governance, transparency and accountability, it is recommended that the Charter provide for an independent chair.
- council subsidiaries usually become members of the Local Government Association Mutual Liability Scheme and enjoy civil liability indemnity protection in the same manner as the Council does, including for board members and officers of the subsidiary;
- other insurance requirements, whether for workers compensation or asset protection, is usually made under the Charter and ordinarily links to the Local Government Association Schemes.

Item No: 7.3
Subject: **WINTER WONDERLAND 2018**
Date: 4 July 2018
Written By: Jetty Road Development Coordinator
Acting General Manager: Ms M Lock, Community Services

SUMMARY

This report provides an update on the event delivery and marketing activities associated with Winter Wonderland from 1-22 July 2018.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this report.

COMMUNITY PLAN

Placemaking: Creating lively and safe places
Community: Providing welcoming and accessible facilities
Community: Fostering an engaged and contributing community
Economy: Supporting and growing local business
Economy: Boosting our visitor economy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

Following the success of previous Winter Wonderland events, Jetty Road Mainstreet Committee since 2014, has resolved to contribute up to \$75,000 towards Winter Wonderland. This event has been jointly funded with Council.

The main feature of the event is an undercover ice rink in Moseley Square that operates for a three week period for the duration of the July school holidays.

Based on the success of previous Winter Wonderland events and the learnings gained from each successive event the 2018 event will be delivered over a three week period from 1 July to 22 July 2018, once again co-funded with Council.

REPORT

Ticket Sales:

As of the 27 June 2018 there were 639 tickets were sold, compared to last year 810 tickets were sold at 23 June 2017. Administration is confident that sales will lift as a result of a bloggers preview event taking place on 30 June 2018 with KIDDO Magazine.

Entertainment:

An enhanced entertainment offering will be delivered this year on weekends including choreographed and costumed ice skating performances that will feature four competitive figure skating champions as well as broomball.

The event infrastructure for the toboggan slide has dramatically improved. The events team have received a significant number of enquiries regarding skating and private functions for birthdays.

Marketing:

Key marketing initiatives have been rolled out for the event including social media, advertisements on Nine Digital, KIDDO Magazine and Bloggers Preview plus print collateral and outdoor signage in the precinct.

A competition was promoted to drive pre-sale tickets via a consumer newsletter (distribution 3224 people) and via Jetty Road Facebook. The competition received 61 entries.

Winter Warmers (discount vouchers) will for the first time be exclusively available online with no charge to businesses, accommodation properties and or service providers that choose to opt in. Vouchers will be valid from 1 July to 30 September 2018. Importantly digitising the Winter Warmers Booklet is aligned with market research showing growth in Australian's using smart phones. This year 77 businesses in the City of Holdfast Bay have registered an offer, this is on track with the same amount of trader involvement from 2016.

The lighting activation Telstra Exchange Building, 33 Brighton Road launched on 25 June 2018 and will run through to 22 July 2018. The lighting projection will promote visitation and expenditure in the precinct during the event.

BUDGET

A budget based on 17/18 actuals and anticipating a 2% increase in ticket sales sees an amount of \$43,600 incorporated into the 2018/19 budget with matched funding available through Council.

As always with any incoming generating proposal, final costs and income will be dependent on a range of factors, including ticket sales, competing events, and successful marketing.

LIFE CYCLE COSTS

The 2018/2019 JRMC budget includes \$75,000 for event delivery.

Item No: 7.4

Subject: **JETTY ROAD TRADER AWARDS 2018**

Date: 4 July 2018

Written By: Jetty Road Development Coordinator

General Manager: Ms M Lock, Community Services

SUMMARY

The Jetty Road Trader Awards celebrate excellence in business within the precinct. The awards are voted by consumers online and will be promoted in stores and online from 1-19 August 2018. The awards evening will be held on Friday 5 October 2018 at the Glenelg Surf Life Saving Club.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this report.

COMMUNITY PLAN

Placemaking: Creating lively and safe places
Community: Providing welcoming and accessible facilities
Community: Fostering an engaged and contributing community
Economy: Supporting and growing local business
Economy: Boosting our visitor economy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The Jetty Road Trader Awards are an initiative of the Jetty Road Mainstreet Committee that are held annually to celebrate excellence in business within the precinct. The awards are voted by consumers online and will be promoted in stores and online from 1-19 August. The awards evening will be held on Friday 5 October 2018 at the Glenelg Surf Life Saving Club.

REPORT

The following outlines the timelines associated with event planning:

Timeline	
Date	Activity
June	Award categories finalised Businesses sorted into award categories Content upload to webpage Creative design underway – event invite, in store postcards, online banner, poster Investigate event entertainment Save the date distribution via Trader Newsletter
5 July	Trader News - advise Mainstreet of online voting opens in 3 weeks
27 July	Content due for the Messenger article
1- 19 August	Online Voting open on Your View website and Social Media posts Article in Coast City Weekly Messenger
20 – 24 August	Contingency week Prepare MC notes
27-31 August	Second round in-store judging Trophies ordered \$250 JR voucher drawn 28 August
Friday 28 September	Contingency week
Friday 5 October	Trader Awards Event

2018 consumer choice Jetty Road Trader Award categories are:

1. Best Café and Takeaway
2. Best Coffee
3. Best Fashion, Homewares or Accessories Retailer
4. Best Social Media / Innovative Marketing (e.g. online shopping/loyalty program/competitions)
5. Best Hair and Beauty
6. Best Independent Retailer
7. Best Restaurant / Licenced venue
8. Best Jetty Road Customer Experience
9. Health, Wellness and Fitness

How voting works:

The weblink www.jettyroadawards.com will be promoted on Jetty Road's website and social media channels to encourage consumers to vote for the businesses under each category.

Voting is open from 1 to 19 August.

The Jetty Road Development Coordinator is currently investigating suitable external parties who will assist with in store judging for two of the categories as part of the second round of judging. There categories are:

- Best Social Media / Innovative Marketing
- Best Jetty Road Customer Experience

Draft marketing collateral creative:



BUDGET

\$30,000 is budgeted for event delivery from the 2018/19 financial year.

LIFE CYCLE COSTS

Not applicable