



.....

## 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 2 May 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 11 April 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 Glenelg Street Party and Adelaide Fashion Festival (Report no: 150/18)

*Charlotte Chambers, Publisher KIDDO Magazine and founder of the KIDDO Markets – the Kids Marketplace will join the meeting to discuss the new event concept and event activation opportunities.*

7.2 Winter Wonderland 2018 – (Report No: 156/18)

7.3 Monthly Finance Report (Report No: 151/18)

*Attachment to be tabled at the meeting*

7.4 JRMC Terms of Reference (Report No: 122/18)

- 7.5 Jetty Road Development Coordinator – Update (Report No: 153/18)
- 7.6 Retail Strategy Time Frames (*verbal update*)
- 7.7 Glenelg Jetty Rejuvenation Project (Report No: 154/18)
- 7.8 Marketing Working Group – Update (Report No: 155/18)

**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 6 June 2018 in the Glenelg Library Meeting Room, Colley Terrace, Glenelg.

**10. CLOSURE**

**JUSTIN LYNCH  
CHIEF EXECUTIVE OFFICER**

Item No: **7.1**

Subject: **2018 STREET PARTY AND ADELAIDE FASHION FESTIVAL**

Date: 24 April 2018

Written By: Jetty Road Development Coordinator

General Manager: Ms T Aukett, Community Services

---

### **SUMMARY**

The Adelaide Fashion Festival will be taking place from 17-21 October 2018. The City of Holdfast Bay participated in the event in 2016. Events South Australia, event managers of the Adelaide Fashion Festival have approached the City of Holdfast Bay to be involved in the 2018 event on Sunday 21 October to bring a family friendly element to the event and showcase children's fashion. This paper discusses the opportunity to bring forward the November Street Party to host a 21 October Adelaide Fashion Festival Street Party.

---

### **RECOMMENDATION**

**That the Jetty Road Mainstreet Committee recommends to Council that the budget allocation (\$30,000) for the November Street Party 2018 be used for the 21 October 2018 Adelaide Fashion Festival Street Party.**

---

### **COMMUNITY PLAN**

Economy: Supporting and growing local business  
Economy: Harnessing emerging technology  
Economy: Boosting our visitor economy

### **COUNCIL POLICY**

Not Applicable.

### **STATUTORY PROVISIONS**

Not Applicable.

### **BACKGROUND**

The Jetty Road Mainstreet Committee and Council were first involved in the Adelaide Fashion Festival in 2010. In 2015 the City hosted two events; Chittleborough Lane and Designer Runway show on Glenelg Jetty both showcasing emerging talent and championing locally designed garments/products. Both events hosted were ticketed offerings, and, whilst sold out the events weren't able to be accessed more broadly by the community.

## **REPORT**

The proposal will see a new retail and shopping focused event held on Sunday 21 October 2018 targeting families to enjoy a day out in Glenelg. The event will provide exposure of Jetty Road's retailers to an expected crowd of 20,000 residents and visitors.

The event will target consumers in:

- Jetty Road's primary catchment zone of residents living within 5kms who visit the precinct for retail and professional services.
- Jetty Road's secondary catchment zone of 10kms who are comparison shoppers, fashion/accessory and homeware shoppers.
- Tertiary catchment zone of residents in metropolitan Adelaide who are experience shoppers and day trippers.

In 2018 the Adelaide Fashion Festival will be in its eighth year and partnering with the event provides an opportunity to leverage off increased brand awareness of the event and benefit from their marketing.

The Adelaide fashion festival will feature the event on their website, program, TV and digital advertising as well as social media to position Jetty Road, Glenelg as a place to shop and bring your family.

The event has the potential to bring in new visitors into the precinct who follow the Adelaide Fashion Festival and want to enjoy the event in a street party style of atmosphere.

It is proposed to host the Street Party from 11am to 7:00pm to allow maximum opportunity to capture expenditure over two meal periods of lunch and dinner. Spend Map data highlights Sunday's as Jetty Road's busiest day of the week which will support strong crowd numbers at the event.

City Activation propose the street closure from the north side of Moseley Street to the Gordon and Partridge Street intersection to allow an emphasis on the fashion retailers on Jetty Road. The proposal is to also allow for the side streets to be activated by hospitality/licensed areas and the middle of the street activated by retailers. The JRMC and Council will provide traders with marquees that will be placed down the center of the street to allow for a consumers to browse stalls in the street. The City of Holdfast Bay would license the entirety of the road closure to allow for consumers to browse and wander through the street with food and drinks for greater enjoyment, rather than consumers being limited to alcohol consumption in a licensed fenced area.

The Jetty Road Development Coordinator and representatives of City Activation's events division met with Charlotte Chambers, publisher KIDDO Magazine and founder KIDDO Markets on 20 April 2018 to discuss the event.

KIDDO Magazine is a new free bi-monthly magazine, website and social media platform that is for the modern parent, with local, fun and original content across a range of topics from education, fashion, craft, travel and entertainment. The new platforms provide opportunities to promote high quality and relevant content to Jetty Road's target market of females and families. The readership consists of 80% females and 20% males aged 18-25 (20%), 35-45 (25%) and 25-35 (35%).

The magazine distribution is 15,000 copies to a readership of 45,000.

Opportunities for the event are to host the KIDDO markets at the Adelaide Fashion Festival Street Party. These markets are organized by the same managers as the Glenelg Sunset Markets and Gillies Street Markets, branded as KIDDO Markets. KIDDO would also host children's fashion parades throughout the day. KIDDO would theme the event with plenty of colour and fun and immersive children's activities to bring value add to the event. It is intended that the markets would be integrated into the bricks and mortar offerings during the event.

#### **BUDGET**

The 2018/2019 JRM budget includes \$30,000 for event delivery with matched funding available through Council, City Activation budget.

#### **LIFE CYCLE COSTS**

The 2018/2019 JRM budget includes \$30,000 for event delivery.

Item No: **7.2**

Subject: **WINTER WONDERLAND 2018**

Date: 2 May 2018

Written By: Jetty Road Development Coordinator

General Manager: Ms T Aukett, Community Services

---

### **SUMMARY**

Following the success of previous Winter Wonderland events, Jetty Road Mainstreet Management 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 2 July to 22 July 2018, once again co-funded with Council.

The City Activation and JRMC budgets for 2018/2019 provides sufficient funds to meet the expected costs of the event, based on the net cost of the 2017 event.

---

### **RECOMMENDATION**

**That the Jetty Road Mainstreet Committee note the 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 Winter Wonderland festival was developed by the Jetty Road Mainstreet Management Committee (JRMMC) in 2014 to help stimulate economic development during off peak visitation and to keep Glenelg front of mind as a destination during Winter.

Over the four years that the event has operated we have refined the operation and marketing to a point where Jetty Road Mainstreet Committee and Council can be assured of a successful event. As can be seen from the table below the net cost to Jetty Road Mainstreet Committee and Council in the last three years has reduced, while the economic impact and marketing reach has grown, meeting the Winter Wonderland goal of increasing the number of people visiting Glenelg during the winter months.

Table 1 showing financial results – (Excluding Jetty Road Mainstreet Contribution)

<b>Results</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
<i>Total Ice Skating Sessions available</i>	46,200 (6 weeks)	32,850 (4 Weeks)	40,579(3weeks)
<i>Total Tickets sold (including penguins)</i>	29,000	22,000	28,000
<i>Total Income from sales</i>	\$218,117	\$174,168	\$191,233
<i>Council share of income (50%)</i>	\$109,059	\$87,084	\$97,526
<i>Expenditure (Council share 50%)</i>	\$184, 710	\$148,788	\$132, 189
<b>Net cost to Council</b>	<b>\$75, 651</b>	<b>\$61,704<sup>1</sup></b>	<b>\$34,663<sup>2</sup></b>

<sup>1</sup> \$9,468 returned to Council's overall budget as part of December 2016 budget update

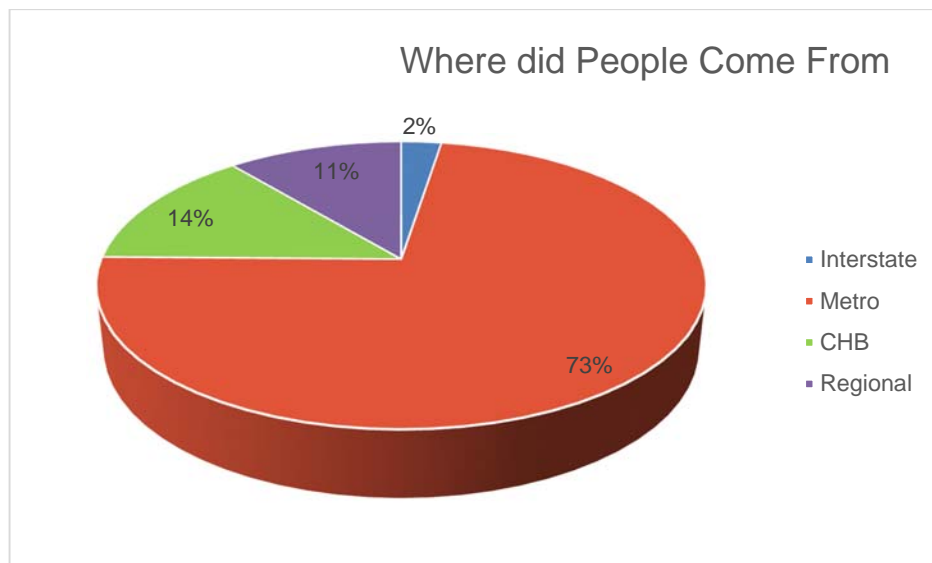
<sup>2</sup> \$35,000 returned to Council's overall budget as part of December 2017 budget update



Table 2 showing additional indicators

<b>Indicator</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
<i>Economic Impact<sup>i</sup></i>	\$1.4 million	\$1,012,000	\$1,046,422
<i>Media Reach</i>	3,785,204	2,351,516	1,772,744
<i>Free Media Value</i>	\$240,000	\$182,300	\$358,049
<i>Webpage Visits</i>	61,801	37,358	31,484
<i>Social Media Reach</i>	31,172 views and 1395 likes and shares	33,779 views and 1310 likes and shares	179,253 views; 1,811 comments and shares.
<i>Winter Warmer Vouchers redeemed</i>	4000	3250	Not available

Graph 1 showing visitor point of origin:



A major focus of Winter Wonderland was to attract day trip visitors to the area. In 2017 this was achieved with 73% of visitors originating from Adelaide outside the City of Holdfast Bay, 11% were from regional SA, 2% from Interstate and the remaining 14% from the City of Holdfast Bay.<sup>3</sup>

<sup>3</sup> This is based on on-line sales (69% of all ticket sales).

## **REPORT**

Based on the success of previous Winter Wonderland events, the Jetty Road Mainstreet Committee have agreed to continue to co contribute with Council up to \$75,000 towards the cost of Winter Wonderland program for 2018/19. (It should be noted that the 2017 event's success resulted in a net cost to both JRMC and Council of just \$35,000 each – significantly less than the \$75,000 allowed.) The Jetty Road Mainstreet Committee and City Activation budgets for 2018/19 includes an amount of \$43,600 for the delivery of this event.

### **Value Proposition/Community Benefit;**

The event aligns with Jetty Road Mainstreet Committee current Terms of Reference key objectives; To enhance and promote the Precinct as a vibrant shopping, leisure and recreational area with year round appeal to residents and visitors; Further the economic development of the Precinct; Alignment with City of Holdfast Bay current Our Place Community Plan 2030 key elements of supporting a diverse and resilient local economy through boosting the number of visitors to Holdfast Bay.

It also supports our Tourism Vision where the City of Holdfast Bay is committed to providing a lively, diverse, safe and accessible tourism destination for visitors and residents alike whilst ensuring sustainability and economic benefits for our immediate community and region

Winter Wonderland also aligns with our four tourism focus areas to facilitate sustainable tourism growth and will impact on the key event deliverables of

- Increase visitor length of stay and expenditure during off peak visitation.
- Increase repeat visits to Glenelg and surrounds
- Increase destination awareness
- Increase number of day-tripper and intrastate visitors.

### **New Innovations/Improvements**

Aesthetics associated with the presentation of the marquee were well received and the public response positive which will be built upon for the 2018 event. Operational delivery will again be refined and associated costs rationalised to support improved results.

Contractor and ticketing system improvements to ensure seamless transaction for the customers' point of view will be implemented with OZTIX engaged for the July event. Value add children's program associated with the delivery of the event including adjacent venues or possible partnerships are being investigated and will be finalised in the coming month. As a result ticket prices will slightly increase;

- Adult (15 and above) \$16.50
- Child (2 to 14) \$11.00
- Family (2 adults and 2 children or 1 Adult and 3 Children \$38.50

- \*Skating aid (penguins) \$5.00

A review of all marketing and promotional activation to provide an improved and more targeted response is currently being undertaken. With work on direct mail out and communications to previous ticket holders to be scheduled within the marketing and promotional plan when finalised.

Winter Warmers 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 digitizing the Winter Warmers Booklet is aligned with market research showing growth in Australian's using smart phones. Deloitte's Mobile Consumer Survey 2017 found that Australia remains one of the leading global adopters of the smartphone and 88 percent of Australians now own one, with market growth being driven by older generations (65+).

#### **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 JRM budget includes \$75,000 for event delivery.

---

<sup>i</sup> based on model provided by Tourism Research Australia)



## Jetty Road Mainstreet Committee Terms of Reference

Endorsed by Council at its meeting held \_\_\_\_\_ minute reference \_\_\_\_\_

### 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).

### 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 greater community in general;

## Jetty Road Mainstreet Committee Terms of Reference

- 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.
- 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

## Jetty Road Mainstreet Committee Terms of Reference

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 11 persons with a maximum of 9 persons who are independent members, 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, 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 Council may appoint up to two elected members to the JRMC, namely the Deputy Mayor and one elected member from the Glenelg or Somerton ward. The appointment of the Deputy Mayor is limited by the term of appointment as Deputy Mayor. The Mayor is an ex-officio member of the JRMC with no voting rights.
- 7.4 Members of the JRMC are appointed by the Council.
- 7.5 Elected Members are appointed for the term agreed by Council and independent members are appointed for a term not exceeding 2 years. On expiry of their term, an independent 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 independent 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 an independent member of from the Committee, it must give written notice to the independent member of its intention to do so and provide that member with the opportunity to be heard at an Executive Committee

## Jetty Road Mainstreet Committee Terms of Reference

meeting, if that independent 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 Independent Members

- 8.1 The method of appointment of the Independent Members will be as follows:
- 8.1.1 At the expiry of each independent member's term, if not eligible for reappointment, the Council will advertise the vacancies and seek nominations for the positions of the independent 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
- 8.2 The selection panel will comprise the Chair of the JRMC, one elected member appointed to the committee and the Chief Executive Officer of the Council.

## Jetty Road Mainstreet Committee Terms of Reference

- 8.3 The selection panel will make a recommendation to Council as to the appointment of the independent 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.
- 5.2 The Presiding Member and Deputy Presiding Member are to be appointed from those members who are not Elected 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.

### 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, but does not, in the event of an equality of votes have a casting vote.
- 10.5 In the event of an equality of votes, the matter must be referred to Council for decision.

### 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 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



## Jetty Road Mainstreet Committee Terms of Reference

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.
- 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 Board Members 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

- 15.1 The JRMCM 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

## Jetty Road Mainstreet Committee Terms of Reference

- 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 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 and Administrative staff, report directly to the relevant Manager.

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.
- 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

---

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

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

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.

Item No: **7.3**  
Subject: **MONTHLY FINANCE REPORT**  
Date: 2 May 2018  
Written By: Jetty Road Development Coordinator  
General Manager: Ms T Aukett, Community Services

---

### **SUMMARY**

Jetty Road Mainstreet Committee April 2018 variance report as prepared by the Jetty Road Development Coordinator is presented for information of the member of the Jetty Road Mainstreet Committee.

---

### **RECOMMENDATION**

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

---

### **COMMUNITY PLAN**

Placemaking: Creating lively and safe places  
Economy: Supporting and growing local business  
Economy: Making it easier to do business  
Economy: Harnessing emerging technology  
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**

Current 2017/2018 Jetty Road Mainstreet budget is on track.

The budget papers will be provided during the meeting and attached to the 2 May 2018 JRMC meeting minutes.

**BUDGET**

Not Applicable

**LIFE CYCLE COSTS**

There are no life cycle costs associated with this report.

Item No: **7.4**  
Subject: **JRMC TERMS OF REFERENCE**  
Date: 2 May 2018  
Written By: Jetty Road Development Coordinator  
General Manager: Ms T Aukett, Community Services

---

### **SUMMARY**

In preparation for the 2018 Local Government Elections in November, an update of the JRMC Terms of Reference has been undertaken and are presented for the Committee to comment and recommend to Council for their adoption.

---

### **RECOMMENDATION**

**That the Jetty Road Mainstreet Committee notes the draft Terms of Reference presented to the committee for comment and agrees to provide feedback to the Manager City Activation by 15 May 2018.**

---

### **COMMUNITY PLAN**

Placemaking: Creating lively and safe places  
Community: Providing welcoming and accessible facilities  
Economy: Supporting and growing local business  
Economy: Boosting our visitor economy  
Culture: Supporting excellent, efficient operations

### **COUNCIL POLICY**

Not Applicable.

### **STATUTORY PROVISIONS**

Local Government Act 1999

## BACKGROUND

Council endorsed the Terms of Reference for the Committee last in April 2016, following changes to the Conflict of Interest provisions under the *Local Government Act 1999*. Council last advertised and filled vacancies on the Jetty Road Mainstreet Committee in January 2018.

## REPORT

### *Terms of Reference*

In preparation for the 2018 Local Government elections in November 2018, the terms of reference for the JRMC have been updated to conform to the standard clauses being included in all of Council's committees' terms of reference (TOR).

The significant changes to the TOR are:

- The term of the committee is no longer linked to the council election cycle, the council establishes the committee and it operates until the council determines that it no longer requires a committee.
- Membership
  - Members of the committee are appointed by the council for a two year term and members may choose (without the need for reapplying) to extend their term for a further two years, which is presented to council for its endorsement. At the end of a four year period committee members will need to reapply and go through the selection process to be on the committee.
  - The committee if it wishes to do so, may appoint two independent members from outside of the precinct who have particular skills the committee believes it will benefit from.
  - A more detailed appointment of independent members process is included in the TOR
  - A defined selection panel to consider nominations to the committee and make recommendations to council on the committee's membership.
- Office bearers – currently the chair of the committee has been appointed for a four year period, the draft TOR proposes that every second financial year the appointment of the chair of the committee is considered and appointed by the committee
- Meeting Procedures – availability for committee members to attend meetings by telephone or video conference.
- Reporting Requirements - new standard reporting requirement clauses have been included:
  - requiring that the Committee report 6 monthly to Council on its activities in particular on:
    - *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.
- An annual review of the JRMC’s performance and self-review of the TOR advising council if it wishes to make any changes
  - Introduction of a chair’s report which is presented to council annually summarising the activities of the committee for the financial year
  - Preparation of a report by the JRMC to be included in the council’s annual report

***Term of Appointment***

The current term for Independent Members serving on the JRMC expires at the end of the term of the current Council, which is 9 November 2018.

**BUDGET**

Not applicable

**LIFE CYCLE COSTS**



Item No: **7.5**  
Subject: **JETTY ROAD DEVELOPMENT COORDINATOR - UPDATE**  
Date: 2 May 2018  
Written By: Jetty Road Development Coordinator  
General Manager: Ms T Aukett, Community Services

---

### **SUMMARY**

The Jetty Road Development Coordinator (JRDC) commenced in November 2017 and has now prepared a six month update report on key activities and initiatives being delivered for the Jetty Road Mainstreet Committee.

---

### **RECOMMENDATION**

**That the Jetty Road Mainstreet Committee note the update provided by the Jetty Road Development Coordinator.**

---

### **COMMUNITY PLAN**

Economy: Supporting and growing local business  
Economy: Boosting our visitor economy

### **COUNCIL POLICY**

Not Applicable.

### **STATUTORY PROVISIONS**

Not Applicable.

### **BACKGROUND**

The role of the Jetty Road Development Coordinator is to deliver economic development, marketing and event initiatives to position Jetty Road as a year round destination of choice for residents and visitors and support local business. The position also assists the City of Holdfast Bay to deliver the Shopfront Grant Program for Jetty Road, Glenelg.

## REPORT

The JRDC is implementing a variety of initiatives for the JRMC under the following key areas of responsibility:

### JRMC Meetings and Marketing Working Group

- Coordinate and manage reporting for JRMC meetings
- Set JRMC 2018/19 Budget
- Set JRMC 2018/19 Marketing Plan
- Establish new Marketing Working Group and hosted two meetings and involvement from members on projects
- Managing new projects for Winter Wonderland light projection at Gateway to Jetty Road and new Christmas decorations.

### Retail Strategy

- Development of the draft Jetty Road Retail Strategy 2018-2022 in consultation with the JRMC and Premier Retail Marketing.

### Marketing Strategy

- Set new 2018/19 Marketing Plan with new initiatives, including new digital and social initiatives and new website redevelopment in planning [www.jettyroadglenelg.com](http://www.jettyroadglenelg.com)
- Work in collaboration with the Marketing Working Group for advisory on marketing initiatives for the JRMC.
- Undertaken project to develop new visual assets including a photoshoot to showcase shopping and dining experiences and fashion on Jetty Road and videos on Jetty Road lifestyle and dining and shopping. Project included creative content curation, trader liaison and logistics during March for two week filming.
- Developing social media strategy and content plan for 2018/19

### Communication and engagement plan

- Distribution of weekly Jetty Road Trader newsletter (EDM) to database of 505 Jetty Road traders, staff, landlords and other stakeholders.
- Re-fresh Trader Newsletter to contemporary look and feel to align to Jetty Road brand.
- Positive feedback and average 45% opening rate of Jetty Road Trader Newsletter

### Trader engagement and business support

- Administering 2017/18 and 2018/19 Shop Front Grants for the City of Holdfast Bay
- Daily Jetty Road traders and landlord engagement
- Meetings with Jetty Road traders and landlords to provide an overview of JRMC initiatives.

### Events

- Event support and secured new trader involvement Tour Down Under Street Party
- Delivered a successful Summer Soiree 2018
- Event support and sponsorship contract management for Glenelg Beach Polo.

- Hosting VVIP's including tourism investor and the Singapore Team which allowed the JRMC to present the Glenelg Jetty Rejuvenation Project to high net worth individuals.
- Event support to the Glenelg Sunset Markets event managers to assist with food and beverage trader involvement at the event.
- Winter Wonderland – sponsorship attraction and event planning

Upcoming initiatives:

- Winter Wonderland Sponsorship attraction and event planning
- Planning and delivery of Jetty Road Trader Awards with new online voting system
- Trader engagement and implementation of Jetty Road Retail Strategy 2018-2022
- Schedule quarterly Jetty Road trader workshops e.g. ecommerce, social media

**BUDGET**

Not applicable

**LIFE CYCLE COSTS**

Nil

Item No: **7.7**

Subject: **GLENELG JETTY REDEVELOPMENT PROJECT UPDATE**

Date: 2 May 2018

Written By: Jetty Road Development Coordinator

General Manager: Ms T Aukett, Community Services

---

### **SUMMARY**

The Manager, City Activation, has been invited to present for 1 hour on the Glenelg Jetty Redevelopment Project to 6 foreign investors from Hong Kong, Taiwan, and Singapore, on Monday 7 May at 10.00am. The SATC in partnership with Austrade & Tourism Australia will be hosting a tourism investor familiarisation over a 4 days. The main purpose will be to showcase investment ready projects on Kangaroo Island. However the group will spend 2 days in Adelaide and surrounds and are open to investment opportunities in the Adelaide CBD & Glenelg.

---

### **RECOMMENDATION**

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

---

### **COMMUNITY PLAN**

Economy: Supporting and growing local business  
Economy: Harnessing emerging technology  
Economy: Boosting our visitor economy

### **COUNCIL POLICY**

Not Applicable.

### **STATUTORY PROVISIONS**

Not Applicable.

## **BACKGROUND**

At the Jetty Road Mainstreet Management Committee meeting on 5 February 2014, the Committee allocated funds for Mott MacDonal to further develop concept plans and prepare an outline business case for a proposed Jetty redevelopment. This was endorsed by Council at its meeting on 25 February 2014.

A briefing session on the proposed development took place for Elected Members on 17 March 2015. The draft outline business case has now been received by the Elected Members which demonstrates the benefits to Glenelg and the broader metropolitan area of Adelaide.

In order to take the project to the next stage, the Jetty Road Mainstreet Management Committee was awarded on 28 July 2015 Council support and matched funding to develop promotional material including a fly-through, marketing images and a short film. As a result this material has been utilised to promote the concepts and gain stakeholder support including briefings conducted in collaboration with David Johnson, Managing Director Australia and New Zealand Mott MacDonal to Federal, State Members of Parliament and Ministerial Advisers for both the opposition and current government.

Economic Impact and Cost Benefit Analysis has been completed by the SA Centre for Economic Studies to secure both in principal and financial support to progress the project to the next stage to facilitate decision making. Further to this the analysis will accompany the outline business case and promotional film to support market testing locally, nationally and globally seeking financial investment from Federal, State governments and private organisations.

The analysis indicates that significant quantified and sustainable economic benefits will be derived from this project. It is estimated that across the 5 year construction phase, on average, gross state product (GSP) will be raised by \$42M annually and 289 full time equivalent jobs per year will be created – peaking at over 500 jobs in years 3 and 4 of the project.

Over the course of the 25 year period used for the analysis the most significant benefits highlight an increase in international and interstate visitor expenditure of \$150M aligning with the State Government plan to grow tourism expenditure from the \$5.4 billion to \$8 billion by 2020.

## **REPORT**

A meeting was held Friday 20 April 2018 with, Stephen Patterson MP, Acting Mayor Wilson and JRMC Chair, Mark Faulkner to prepare presentation content and formally invite attendance during the presentation to support discussions and enquires by investors on the day.

An internal meeting will now be scheduled with key administrators to finalise the presentation.

## **BUDGET**

Not applicable

**LIFE CYCLE COSTS**

Not applicable

Item No: **7.8**

Subject: **MARKETING WORKING GROUP - UPDATE**

Date: 24 April 2018

Written By: Jetty Road Development Coordinator

General Manager: Ms T Aukett, Community Services

---

### **SUMMARY**

The Marketing Working Group was established in January 2018 to provide advice to the Jetty Road Mainstreet Committee (JRMC) on marketing initiatives and opportunities to promote Jetty Road, Glenelg. The Marketing Working Group makes recommendations to the JRMC to allow the JRMC to be able to advise Council on its proposed marketing activity. The group met on 23 April 2018 for their second meeting.

---

### **RECOMMENDATION**

**That the Jetty Road Mainstreet Committee note the update provided by the Jetty Road Development Coordinator.**

---

### **COMMUNITY PLAN**

Economy: Supporting and growing local business  
Economy: Boosting our visitor economy

### **COUNCIL POLICY**

Not Applicable.

### **STATUTORY PROVISIONS**

Not Applicable.

### **BACKGROUND**

The Marketing Working met on 23 April 2018 at the Glenelg Library meeting room from 5:30pm to 7:00pm. The following representatives were in attendance:

- Ryan Hill, Anytime Fitness
- Tristan Chai, Good Physio

- Mark Hayes, Jetty Road Dental Clinic
- Mel Washington, Attitudes Boutique and Lightbox Gift and Home
- Marie Jeffries, The Fairy Bay

Apologies:

- Elise Fassina, Fassina SA Family Liquor Stores
- Dr Nick Tellis, Partridge Street general Paractice

Council Staff:

- Alex Brown, Jetty Road Development Co-ordinator
- Kaye Oates, Creative Services Coordinator

## REPORT

The Marketing Working Group discussed the following:

A representative from Channel 9 provided an overview of Nine Digital and how they promote content from news, entertainment, lifestyle and sport across their multiple platforms.

An update was provided on how the current 2017/18 'I want to stay' digital marketing is tracking, which is seeing positive results. The campaign aims to inspire a domestic audiences and guide their travel planning across Nine Digital Platforms of Channel 9, GO!, Gem, 9Life and nine.com.au

The campaign video delivery to date:

- 122,161 impressions delivered to date (100.83% of target)
- 1,027 clicks to site (0.84% Click through rate)
- 102,741 – 100% percent completed views (84.10% of target)

The campaign display delivery to date:

- 196,073 impressions delivered to date
- 212 clicks to site (0.11% click through rate)

In addition to this an overview was provided on the digital push marketing opportunities

New data is now available to the Marketing Working Group called Spend Map data. Spend Map data available entails actual data from EFTPOS and credit card terminals in the precinct. The group were provided with an overview of this information and what is available which will now be able to be used to inform highly targeted marketing campaigns based on economic leakage and inbound visitor expenditure.

An overview of the new visual assets and new website was provided highlighting the photoshoots that took place on 21 and 22 March 2018 to showcase fashion in a Jetty Road location and to showcase shopping and dining experiences in the precinct. Filming took place on 27 and 29 March 2018 to develop two video's to promote local lifestyle and shopping and dining on Jetty Road.



This new suite of assets will be used to update the image library with new and vibrant content, for social media and also be able to feature in the Jetty Road Retail Strategy 2018-2022.

Social media content was discussed including an overview of the key marketing themes that resonate well across Jetty Road's social media channels of Facebook and Instagram. New content ideas were suggested to lift levels of consumer engagement. The draft social media content plan will be distributed to the Marketing Working Group for input which will then influence and inform social media content from May onwards.

A brief update was provided on Winter Wonderland's new online Winter Warmers Voucher booklet (similar to the online Entertainment Book offers), that will be trailed for the 2018 event. The trader flyer was presented that will be used to encourage Jetty Road Traders to submit an offer to be featured.

#### **BUDGET**

Budget allocated of \$122,827 from 2018/19 financial year towards marketing and promotions.

#### **LIFE CYCLE COSTS**

Nil