



# St Kilda Esplanade Market

Annual Report

July 2020 to June 2021



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# Introduction

The St Kilda Esplanade Market was recognised as being a significant shopping, leisure and tourism destination by Market visitors, the City of Port Phillip and Stallholders. In non-COVID times, it has always been a major drawcard to St Kilda and for many, had gained iconic status as a Melbourne landmark.

The St Kilda Esplanade Market is an important St Kilda tradition and cultural asset, a makers' market where artists and craftspeople sell authentic high-quality arts, crafts and goods. In 2016, food vendors were added to enhance the offer. With an iconic beachside location and committed Stallholders, the St Kilda Esplanade Market has many strengths on which to draw. There are challenges for the Market as well, including its exposure to the weather, and the increasing competition from other markets and retail spaces, not to mention online and competition consumer demand and the pandemic.



# History

One fine day in December 1970, Councillor Manning declared The Art Bank, now St Kilda Esplanade Market, officially open. Noting the high expense of holding art exhibitions, Cr. Manning had asked several artists and sculptors if they would like to exhibit at a new Art Bank on The Esplanade.

James Egan, now a national living treasure, and Ruth Epps were among the first 20 or so artists to display their work. Soon they were joined by potters, leatherworkers and other artists and craftspeople and the magic of the St Kilda Esplanade Market began.

The Market quickly began attracting stallholders who were not just locals, but artists and makers from afar. Over the years the Market has fluctuated in size to more than 250 stalls. Adam Elliot, Academy Award winning animator and director of Harvey Krumpet, sold his hand painted t-shirts at the Market for five years!

The Market has always been a starting platform for new artists to begin their careers and in some cases, is so loved by stallholders they have stayed on for as long as the full 51 years it has been running.

We hope you will find us for many more years to come, selling quality handmade art and craft in the iconic beachside suburb of St Kilda.



# Governance

The Market has been managed by The City of Port Phillip since 2010 and reports to a Reference Committee that meet half yearly.

The Committee currently includes: Councillors Christina Sirakoff and Andrew Bond, Kathy Jenkins, Eddie Faingold, Prue Griffiths and Malcolm Thomson.

Council is committed to collaboratively delivering its Council Plan by valuing and utilising the wealth of skills and knowledge in the community. It acknowledges that sound governance practice for local democracy is high quality, well informed, responsive and accountable decision-making in the best interests of the community.

Reference Committee meetings were held on 27 April and 1 June 2021 (see attendance records below).

27 April	<p>Attended:</p> <ul style="list-style-type: none"> <li>• Committee Members: <ul style="list-style-type: none"> <li>○ Cr. Andrew Bond</li> <li>○ Cr. Christina Sirakoff;</li> <li>○ Malcom Thompson (Industry Advisor)</li> <li>○ Prue Griffiths (Stallholder, Prue Griffiths Hats)</li> <li>○ Kathy Jenkins (Stallholder, Fat Mumma's)</li> <li>○ Edward Faingold (Stallholder, Edward Faingold Jewellery)</li> </ul> </li> <li>• City of Port Phillip Staff: <ul style="list-style-type: none"> <li>○ Head of Economic Growth &amp; Activation</li> <li>○ St Kilda Esplanade Market Manager</li> <li>○ Economic Growth &amp; Activation Officer</li> </ul> </li> </ul>
1 June	<p>Attended:</p> <ul style="list-style-type: none"> <li>• Committee Members: <ul style="list-style-type: none"> <li>○ Cr. Andrew Bond</li> <li>○ Cr. Christina Sirakoff;</li> <li>○ Prue Griffiths (Stallholder, Prue Griffiths Hats)</li> <li>○ Kathy Jenkins (Stallholder, Fat Mumma's)</li> <li>○ Edward Faingold (Stallholder, Edward Faingold Jewellery)</li> </ul> </li> <li>• City of Port Phillip Staff: <ul style="list-style-type: none"> <li>○ Head of Economic Growth &amp; Activation</li> <li>○ St Kilda Esplanade Market Manager</li> <li>○ Economic Growth &amp; Activation Officer</li> </ul> </li> </ul> <p>Apology:</p> <ul style="list-style-type: none"> <li>• Malcom Thompson (Industry Advisor)</li> </ul>

# Vision Statement

The St Kilda Esplanade Market is a world-renowned art and craft makers' market in an iconic beachside location - a place of choice for art and craft makers, and for customers seeking quality, authentic Australian made products. Strive for the Market to be the place of choice for a wide variety of makers of high quality authentic Australian art and craft products.

Actively support the on-going development of quality infrastructure, amenities and innovation to enhance the site, growth and success of the Market.

Prioritise continuous improvement in marketing and communications to increase visitor numbers, the Market profile and sustainability for stallholders.



# Brand Values

- Your family's Sunday sensory experience.
- We are proud to be an Australian icon celebrating the local Makers'.
- We are quirky, original, captivating, the electric vibe of St Kilda.

# Year in Review

## COVID-19 Impacts

The ongoing COVID-19 pandemic continue to impact the Esplanade Market, which was forced to close for 17 consecutive weeks from July-November 2020. Three additional closures occurred on (14 February, 30 May and 6 June) as a result of lockdowns in 2021.

The Market received \$38,400 in reallocated funding from the St Kilda Festival to give Stalls (permanents and casuals) \$20 off their fees each week from late February until the funds ran out.

Aside from occasional travel bubbles allowing travel to/from New Zealand, Australia's borders have remained closed to tourists for the entire 2020-2021 financial year.

## Physical Environment

- 2x Community Parklets were installed at sites 61-62 and 157-158 (see pictures below) to provide better aesthetics along with a dedicated space for visitors to relax and enjoy with their families or while eating food bought from the market.
-



## Market Closures

- COVID-19 closure for 17 consecutive weeks July-November 2020; additional closures due to COVID-19 on 14 Feb, 30 May and 6 June 2021
- Closures due to bad weather 27 December 2020 and 11 April 2021
- ANZAC Day

## Activations

The market did not engage in many activations this year due to the border closures and ongoing effects of COVID-19.

Successful activations programmed proved successful for both stallholders and the general public.

This included:

- *Curbside Carnies* on 6 December 2020 (as part of the City of Port Phillip's *Love My Place* grants program);
- *Vegan Market of Melbourne* during the first three weeks of January 2021;
- Indigenous market stalls in collaboration with *Yaluk-ut Festival*;
- *Summer Live Music* program, which included four live music performances across the months of May and June 2021.



# Attendee Research

## Research Objectives

IER set out to measure and assess the following objectives:

- Visitor origins
- Attendee profile
- Previous visitation
- Media consumption
- Advocacy for the Esplanade Market
- Greatest impact on decision to attend the Esplanade Market
- Crowd estimate

## Methodology

IER adopted a face-to-face survey aimed at addressing the overall objectives of the research.

The survey relied on randomly intercepting attendees at the Esplanade Market for the purpose of conducting an interview. IER conducted these interviews at the Esplanade Market when attendees were arriving and consuming the event across two Sundays:

- Sunday 28th February 2021
- Sunday 7th March 2021

Field staff were asked to randomly intercept attendees during their fieldwork commission. This random approach was implemented as a process of approaching every second person. IER worked closely with the City of Port Phillip to determine the optimum locations at the Market for the development of attendee data samples.

## Sample Sizes

In total, IER collected 303 surveys at the Esplanade Market. To ensure the most accurate data capture, IER executed the survey in tablet format (iPads).

Surveying was conducted in an environment of international travel restrictions into Australia due to COVID-19 as well as significantly reduced interstate travel. Throughout 2020 and early 2021 the Esplanade Market had been non-operational for 27 weeks and when surveying was conducted the market was operating with 40 – 44% less stallholders than the previous year.

AGE GROUP

	2021	2020	2019
18-25	6.5% ↓	14.7%	10.0%
26-35	21.1% ↓	24.1%	19.5%
36-45	15.6% ↑	15.4%	17.4%
46-55	26.5% ↑	19.5%	19.5%
56-65	19.0% ↑	15.9%	21.5%
66+	11.2% ↑	10.4%	12.1%

GENDER

	2021	2020	2019
Female	59.8% ↓	61.8%	61.0%
Male	39.2% ↑	37.5%	39.0%
Prefer not to say	1.0% ↑	0.3%	0.0%
Prefer to self-describe	0.0% ↓	0.5%	0.0%



- The market was attended by a diversity of age groups with those aged 46-55 years the largest (26.5%). There was a marked decline in younger attendees in 2021 over 2020 (18-25 years by -8.2% and 26-35 years by -3.0%) whilst an increase of 7.0% in those aged 46-55.
- As in the past two years those attending the market in 2021 were predominantly females making up 59.8 % of the respondent sample

VISITOR ORIGINS

	2021	2020	2019
Melbourne	45.0% ↑	37.7%	41.3%
Victoria	36.1% ↑	7.8%	6.9%
St Kilda	11.7% ↑	9.1%	6.7%
Interstate	6.5% ↓	22.8%	25.6%
Overseas	0.7% ↓	22.5%	19.5%

HOUSEHOLD COMPOSITION

	2021	2020	2019
Couple - without Dependents	39.4% ↑	34.2%	38.2%
Couple - with Dependents	31.8% ↑	23.8%	33.1%
Single living alone	15.2% ↓	18.2%	15.4%
Shared Household	6.6% ↓	11.1%	6.9%
Single Parent - with Dependents	2.4% ↓	3.5%	1.5%
Living with Parent(s)	2.1% ↓	6.1%	3.3%
Prefer not to say	1.4% ↓	1.8%	0.5%
Other	1.0% ↓	1.3%	1.0%

- Travel restrictions due to COVID-19 have severely impacted on the composition of origin of visitors to the Esplanade Market with decline of 16.3% for interstate attendees and 21.8% for overseas attendees. As in previous years the majority of visitors were from Melbourne (45.0%) with a rise in visitors from Victoria (36.1%) as an effect of few interstate and overseas attendees.
- The shift in age demographics is reflected in household composition changes most notably a decline in Singles Living Alone (-3.0%), Shared Household (-4.6%) and Living with Parents (-4.0%) as a result of a decline of those aged 18-25.



**YOUNG SINKS  
(SINGLE INCOME, NO KIDS) &  
DINKS  
(DUAL INCOME, NO KIDS)**



**COUPLES AND SINGLES  
NO CHILDREN  
AGED UNDER 30**

2021	2020	2019
17.9%	29.3%	22.5%

**FAMILIES**



**COUPLES AND SINGLES  
WITH CHILDREN LIVING AT HOME**

2021	2020	2019
44.2%	36.0%	41.5%

**EMPTY NESTERS**



**COUPLES AND SINGLES  
CHILDREN HAVE LEFT HOME  
AGED 50+**

2021	2020	2019
37.9%	34.7%	36.0%

- The shift in age demographics has also caused a shift in target segments represented at the Esplanade Market in 2021 with 'Families' representing 44.2%, 'Empty Nesters' 37.9% and 'Young SINKS & DINKS' 17.9% (a decline of 11.4% over 2020).
- It may be that families (particularly young families) are currently more active at seeking leisure opportunities, such as this, after the challenges faced during lockdown and home-schooling in 2020.

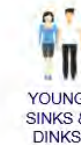
**PREVIOUSLY ATTENDED**

	2021	2020	2019
Yes	77.6% ↑	46.8%	49.5%
No	22.4% ↓	53.2%	50.5%

**TIME OF LAST VISIT**

	2021	2020	2019
Within the last month	15.3% ↓	18.9%	22.1%
Within the last 6 months	7.7% ↓	18.4%	16.6%
Within the last year	9.4% ↓	11.4%	12.1%
Between 1-5 years ago	39.1% ↑	25.9%	28.6%
Between 6-10 years ago	7.2% ↓	7.6%	11.6%
More than 10 years ago	21.3% ↑	17.8%	9.0%

**LIFECYCLE SEGMENTS PREVIOUS  
ATTENDANCE AT ESPLANADE MARKET**



YOUNG  
SINKS &  
DINKS

	2021	2020	2019
Previously Attended	55.0%	25.0%	28.8%
Between 1-5 years ago	50.0%	13.6%	17.6%



FAMILIES

	2021	2020	2019
Previously Attended	78.8%	56.5%	54.8%
Between 1-5 years ago	41.0%	21.3%	32.4%



EMPTY  
NESTERS

	2021	2020	2019
Previously Attended	92.9%	54.8%	49.6%
Between 1-5 years ago	39.2%	33.3%	36.4%

- 2021 saw a 30.7% decline in first-time visitors to the Esplanade Market – most likely a consequence of greatly reduced visitation from interstate and overseas.
- Of those that had previously attended most (39.1%) had attended 'between 1–5 years ago' or 'more than 10 years ago' (21.3%). Visitation within the last 12 months would have been hampered by the shut down of the Market for 27 weeks in 2020 and 2021 due to COVID-19 restrictions.
- 'Empty Nesters' (92.9%) and 'Families' (78.8%) were the target segments most likely to have previously attended the Market.

PURCHASE BEHAVIOUR

	2021	2020	2019
For yourself / your family	64.1% ↑	60.3%	60.0%
As a gift	23.9% ↓	30.4%	15.4%
I will not purchase anything at the market today	23.6% ↓	31.6%	31.6%

AVERAGE SPEND



ITEMS PURCHASED

	2021	2020	2019
Food / Beverages	50.4% ↓	52.6%	32.7%
Jewellery	39.5% ↓	43.0%	36.4%
Art (Inc. prints, sculpture, photography, etc)	27.6% ↑	21.9%	16.0%
Beauty / body products	17.1% ↑	10.0%	10.9%
Bags and Accessories	11.8% ↓	14.4%	8.7%
Homewares	11.4% ↓	16.3%	26.9%
Pet products	7.0% ↑	4.8%	3.6%
Fabric / textiles	4.8% ↓	8.1%	4.0%
Unsure	4.8% ↓	6.7%	-
Kids products	4.4% ↓	7.0%	8.7%
Other	3.5% ↓	6.3%	3.6%

- Purchase behaviour was strong with 64.1% of attendees purchasing or intending to purchase something at the Market 'for themselves or family' and 23.9% making a purchase 'as a gift'. Average spend in 2021 was \$55.90, slightly lower than 2020 (\$58.20) and 2019 (\$57.74) – although this is probably to be expected with jobs and wages being impacted by COVID-19
- The top three items purchased were Food/beverages (50.4%), Jewellery (39.5%) and Art (27.6%). The largest increase in type of item purchased for 2021 was Beauty/body products (+7.1%) and Art (+5.8%) whilst homewares purchases declined for the second consecutive year (-4.9%).

LIFECYCLE SEGMENTS  
PURCHASING BEHAVIOUR

	2021	2020	2019
YOUNG SINKS AND DINKS	Average Spend: \$43.33 ↑	\$38.10	\$41.34
	Purchase an item: 85% ↑	65%	64%
	Item most purchased: Food / Beverages	Food/Beverages	Food/Beverages
FAMILIES	Average Spend: \$60.95 ↓	\$71.68	\$64.00
	Purchase an item: 92% ↑	83%	74%
	Item most purchased: Food / Beverages	Food/Beverages	Jewellery
EMPTY NESTERS	Average Spend: \$58.83 ↓	\$70.90	\$63.69
	Purchase an item: 79% ↓	80%	66%
	Item most purchased: Food / Beverages	Jewellery	Jewellery

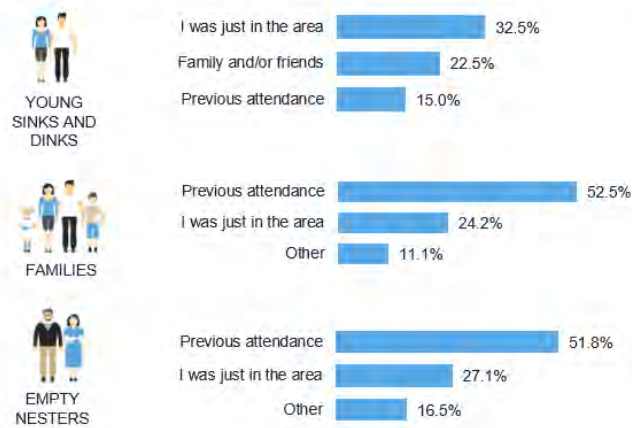
- 'Families' remained the highest spending target segment (\$60.95) albeit a decline from a high of \$71.68 in 2020. This was coupled with a high level (92%) of purchase or purchase intent
- 'Young SINKS & DINKS' increased their average spend in 2021 following a sharp drop in 2020 along with a 20% increase in purchase or intent to purchase an item.

WHERE ATTENDEES RECALL SEEING OR HEARING ABOUT THE ESPLANADE MARKET

	2021	2020	2019
Previous attendance at the Market	42.1% ↑	32.2%	40.9%
I was just in the area	26.9% ↑	23.5%	17.7%
Family and/or friends	13.8% ↓	22.5%	17.0%
Google/search engine	5.4% ↓	6.3%	-
The St Kilda Esplanade Market Facebook page	4.4% ↓	5.3%	0.7%
Official Visitor Guide	1.0% ↓	2.5%	10.5%
The St Kilda Esplanade Market Instagram page	1.0% ↓	1.5%	1.0%
Bin wraps	0.7% ↓	1.8%	-
The St Kilda Esplanade Market website	0.7%	-	-
A-frame sign	0.3%	0.3%	-
TV ad	0.0% ↓	1.0%	-
Work colleagues	0.0% ↓	0.8%	0.7%
Mini van decoration	0.0%	0.0%	-
Radio commercial	0.0%	-	-
Other (please specify)	13.1% ↑	5.3%	7.7%

- 'Previous attendance at the Market' remains the strongest channel of awareness for attendees (42.1%), followed by 'I was just in the area' (26.9%).
- 13.9% of attendees stating 'Other' in describing where they recalled seeing or hearing about the Esplanade Market. Many of the responses commented that 'They already knew about it.' It may be beneficial to include this as a response in future surveying.
- The high level of respondents that had previously attended The Esplanade Market in 2021 indicates passive visitors not so reliant on paid advertising or promotion to encourage attendance.

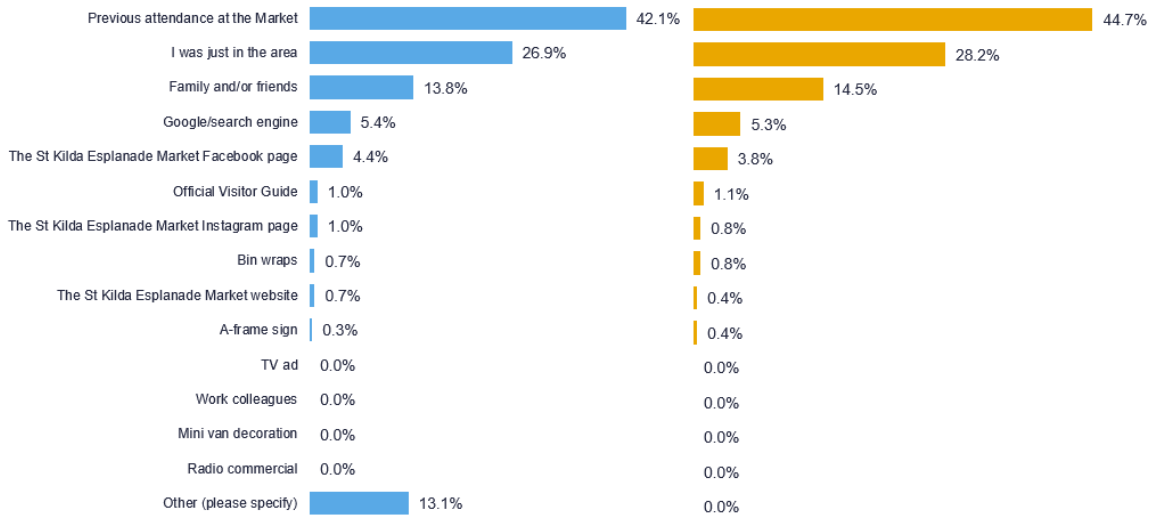
LIFECYCLE SEGMENTS  
TOP 3 SOURCES  
RECALLED SEEING OR HEARING ABOUT THE ESPLANADE MARKET



- All target segments were consistent in their recall of knowing about The Esplanade Market with either 'Previous attendance', 'I was just in the area' or 'Other' the strongest drivers. Those stating 'Other' typically responded that 'they just knew about it'.
- 'Young SINKS & DINKS' were influenced by Family and/or friends

CHANNELS OF AWARENESS

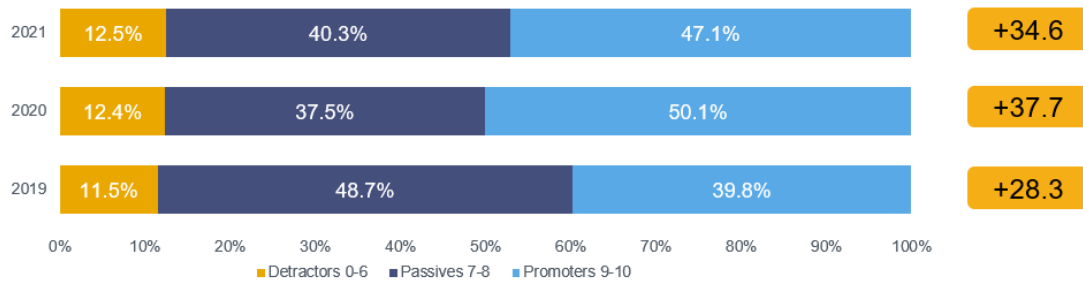
MEDIUMS WITH THE GREATEST IMPACT ON ATTENDANCE



- The majority of attendees identified a single source of awareness (with previous attendance being most prevalent)
- When asked to identify the channel that had the greatest impact on their decision to attend, the responses followed pretty closely to the channels of awareness.

LIKELIHOOD TO RECOMMEND THE ESPLANADE MARKET TO OTHERS

NPS



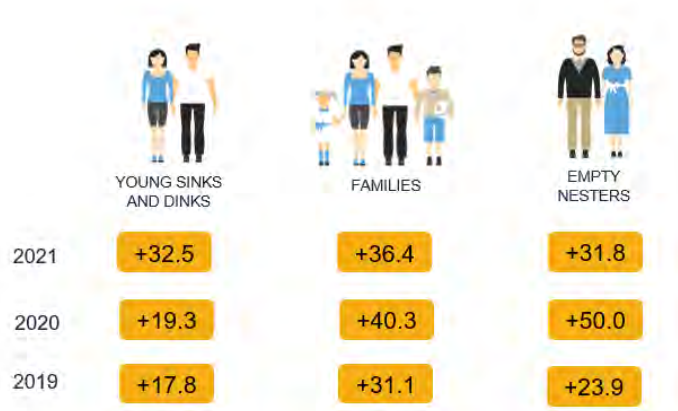
IER measures advocacy through the use of a methodology termed 'Net Promoter Score' (NPS). The NPS allows for the measurement of an event's performance through the eyes of its attendees. It is based on the view that all attendees can be segmented into one of three categories:.

- **Promoters** (rating score 9-10) are classified as loyal enthusiasts who will keep attending and refer others, fueling growth.
  - **Passives** (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.
- **Detractors** (score 0-6) are unhappy consumers who can damage the Esplanade Market's brand and hinder growth through negative word-of-mouth.

The NPS is calculated by subtracting the percentage of Detractors from the percentage of Promoters. The difference between the two is the NPS.

- There was a slight decline of the NPS from +37.7 (2020) to +34.6 (2021) although higher than +28.3 recorded in 2019. There remains a significant proportion of Passives for The Esplanade Market who are not solid supporters and may be vulnerable to not returning in the future due to alternative offerings. However nearly half (47%) are promoters and are likely to positively advocate the market to others

LIFECYCLE SEGMENTS  
ADVOCACY



NET PROMOTER SCORE

- Advocacy in 2021 was consistent amongst the target segments with 'Families' the strongest advocates for the Esplanade Market
- Positively, 'Young Sinks & Dinks' had a significant increase in NPS from +19.3 in 2020 to +32.5 in 2021
- The Empty Nester segment has recorded results that have varied quite significantly. It is important to note that this segment is often less likely to generally advocate to others (as a rule or personality trait). Those who provided reasons felt that the market needs some fresh stalls.

MAIN REASON(S) FOR ATTENDANCE

	2021	2020	2019
As a social activity	25.5% ↓	27.6%	28.1%
To enjoy the atmosphere	24.8% ↑	14.4%	7.0%
I was in the area	21.2% ↓	28.1%	26.6%
To support local traders	7.9% ↑	2.0%	2.2%
To look at the vendors and products	6.3% ↓	10.1%	6.0%
Bringing a visiting friend or family member	4.0% ↓	13.4%	24.9%
To purchase produce from a specific vendor	3.0% ↓	-	-
To buy Australian Made products	0.7% ↓	2.3%	2.5%
Other	6.6% ↑	2.0%	2.7%

AVERAGE TIME PLANNED TO STAY

2021	1 hour, 5 mins
2020	1 hour, 23 mins
2019	1 hour, 20 mins

- The main reasons for attending the Market was because 'As a social activity' (25.5%) and 'To enjoy the atmosphere' (24.8%).
- 2021 saw an increase (+10.4%) in attendance 'To enjoy the atmosphere' and a significant decline (-9.4%) in those 'bringing a visiting friend or family member'
- The impact of the 'coincidental' audience is significant. Normally, more than a quarter of attendees are 'in the area already'. However with lower tourism traffic currently, and possibly portions of the population still searching for confidence to visit crowded areas, this segment was significantly lower (21%)
- It is also notable that 'supporting local traders' experienced a significant rise this year – perhaps evidence of a strong community mindset coming out of the pandemic. Amongst St Kilda residents, 12.4% identified this motivation.
- The average planned dwell time at the Market was 1 hour, 5 mins, a reduction of 18 minutes from 2020 most likely due to less traders holding attendees attention at the Market.

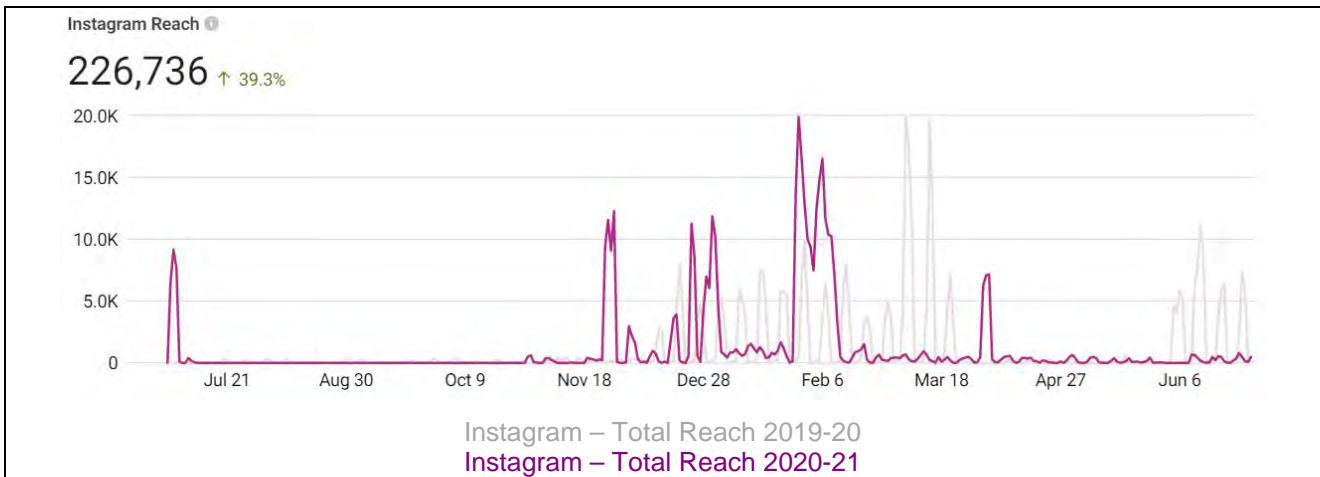
# Digital Update

The digital marketing strategy for the 2020-2021 financial year has changed dramatically due to the ongoing impacts of COVID-19, with international borders still closed and multiple lockdowns having been implemented. As a result, the digital strategy and content has been reimagined to appeal towards local audiences, rather than the traditional tourist demographics.

## Instagram

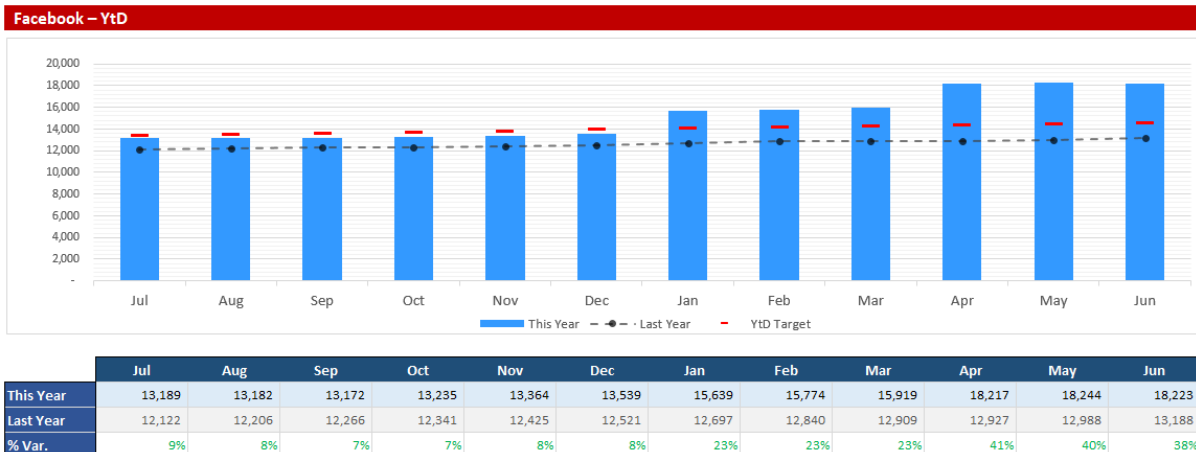
Total Instagram Following has grown 11.91% from 2,632 to 2,988 since October 2020 to June 2021. This can be attributed to utilising targeted paid campaigns, along with posting more varied content that appeals to local audiences, such as product photos and information related to individual Stallholders. An emphasis has been placed on #shoplocal and #supportlocal.

**Total Reach** has increased by 39.3% this financial year, while Total Engagement has decreased slightly by 3.97%. Total Impressions have increased by 10.64%. This can be attributed to our stallholder product mostly appealing to both domestic and international tourists.

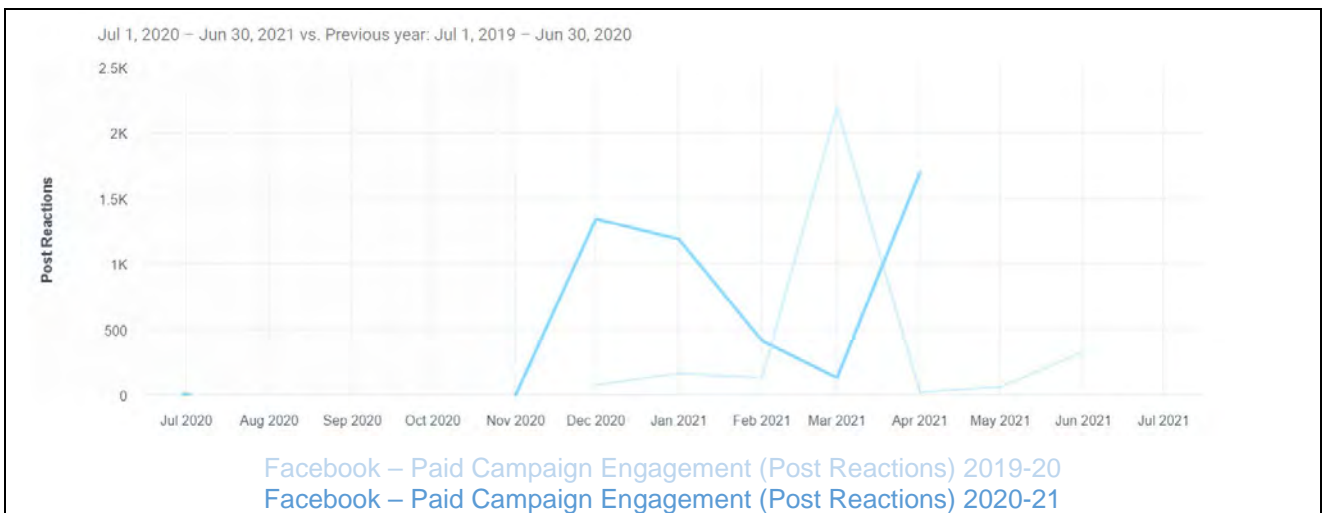
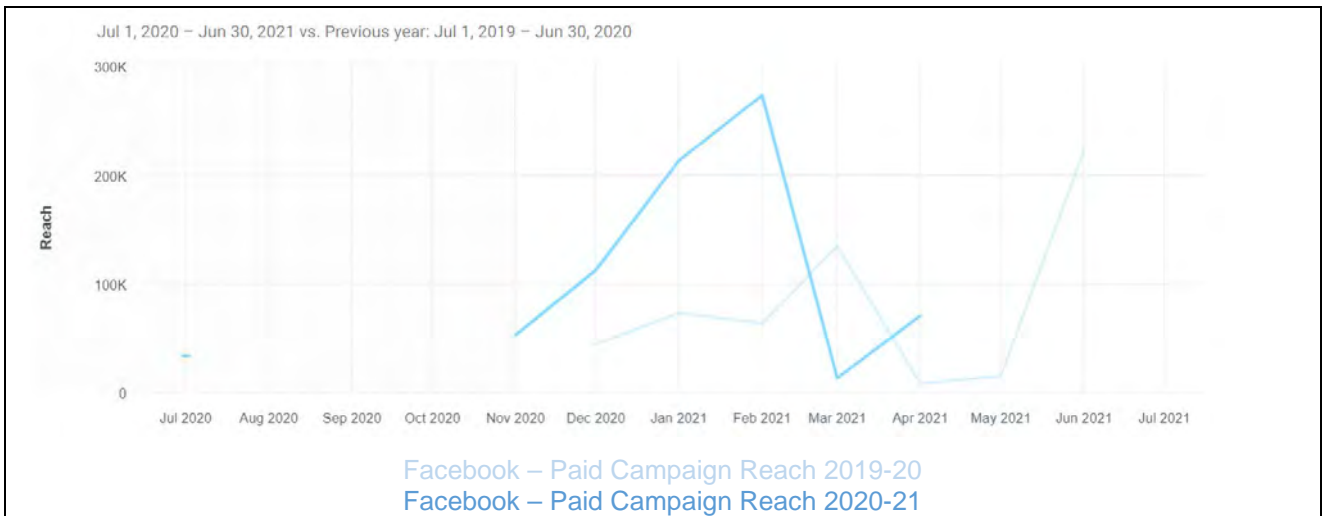


## Facebook

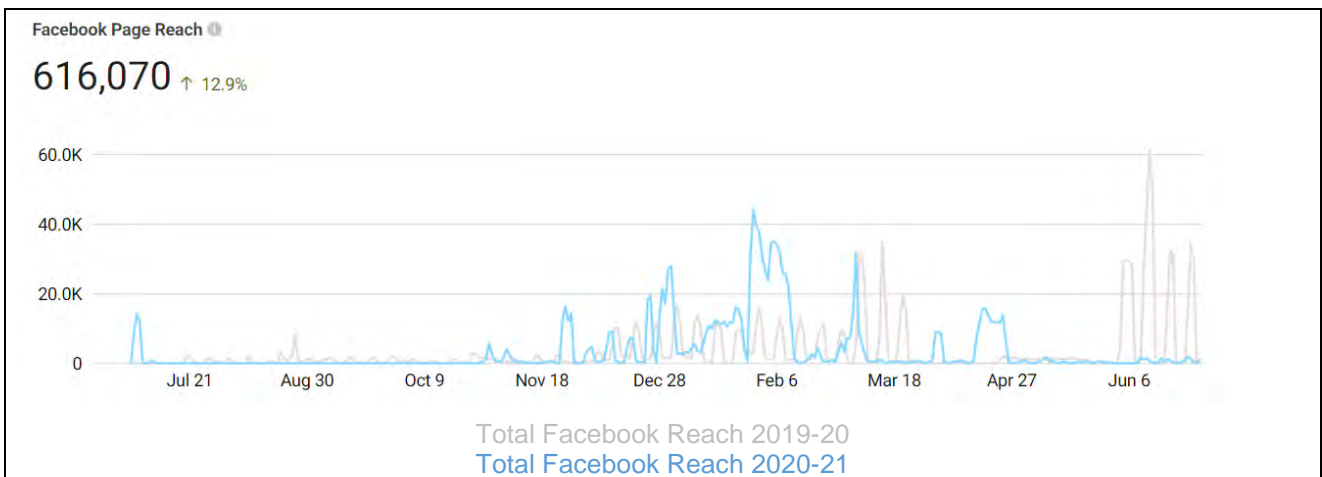
**Total Facebook Likes** have grown 38.18% from 13,189 to 18,223 this financial year. This can be attributed to several targeted paid campaigns with the goal of increasing our local demographic across metropolitan Melbourne and regional Victoria.



**Paid campaigns** have seen a 25.97% increase in **Reach** along with a 59.88% increase in **Engagement (Post Reactions)** compared with last financial year.



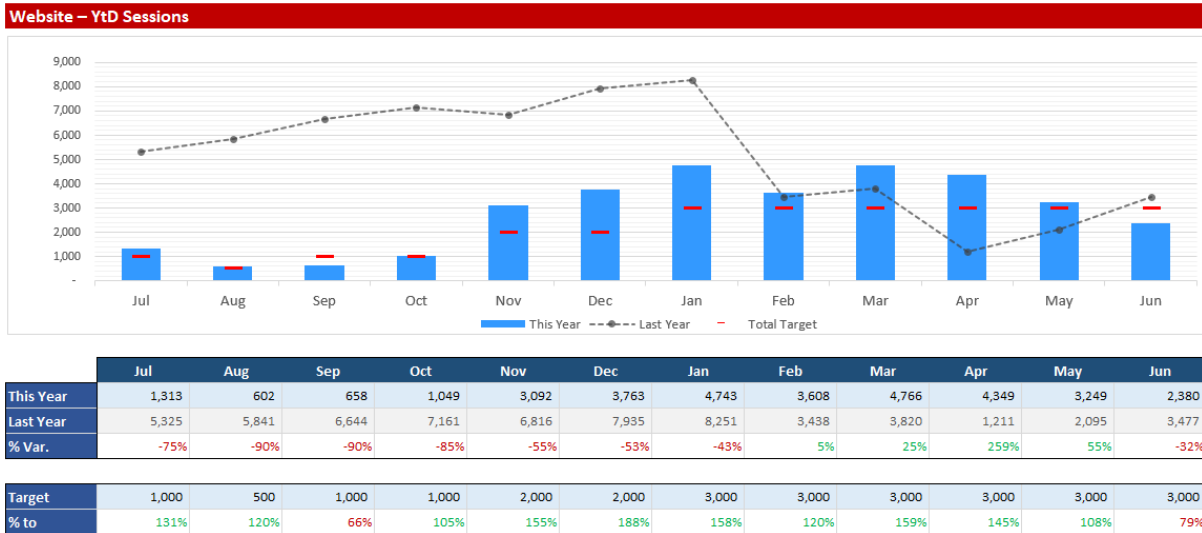
**Total Facebook Reach** has increased 12.9% this financial year. This can be attributed to posting more regularly along with solidifying our content and brand voice.



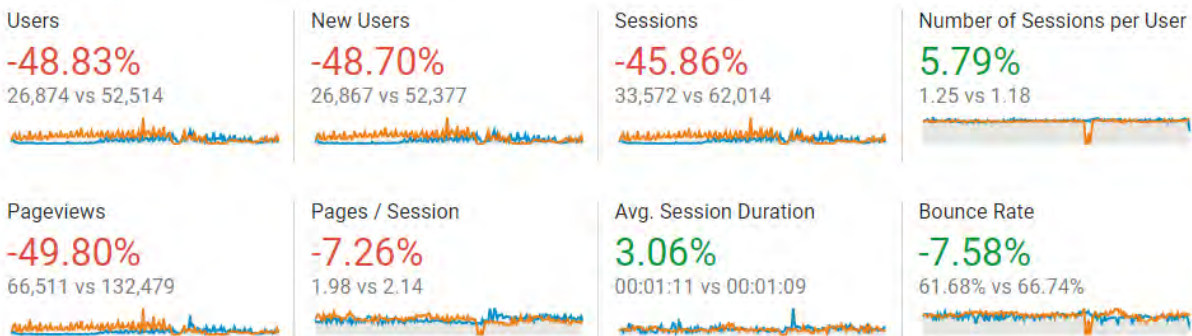
# Website Analytics

Website Sessions performed well this financial year, meeting the majority of monthly targets that were set.

Part of this can be attributed to the launch of the new website in March 2021, which provides an improved overall design and navigation structure, along with dedicated pages for our permanent stallholders, giving users more content to browse through when visiting



Overall, Website Sessions are currently down 45.86% when compared with last financial year, however the Average Session Duration has increased by 3.06%, Number of Sessions per User has increased 5.79% and Bounce Rate has improved by 7.58%, meaning Users are visiting the site more often spending more time browsing through the website content.



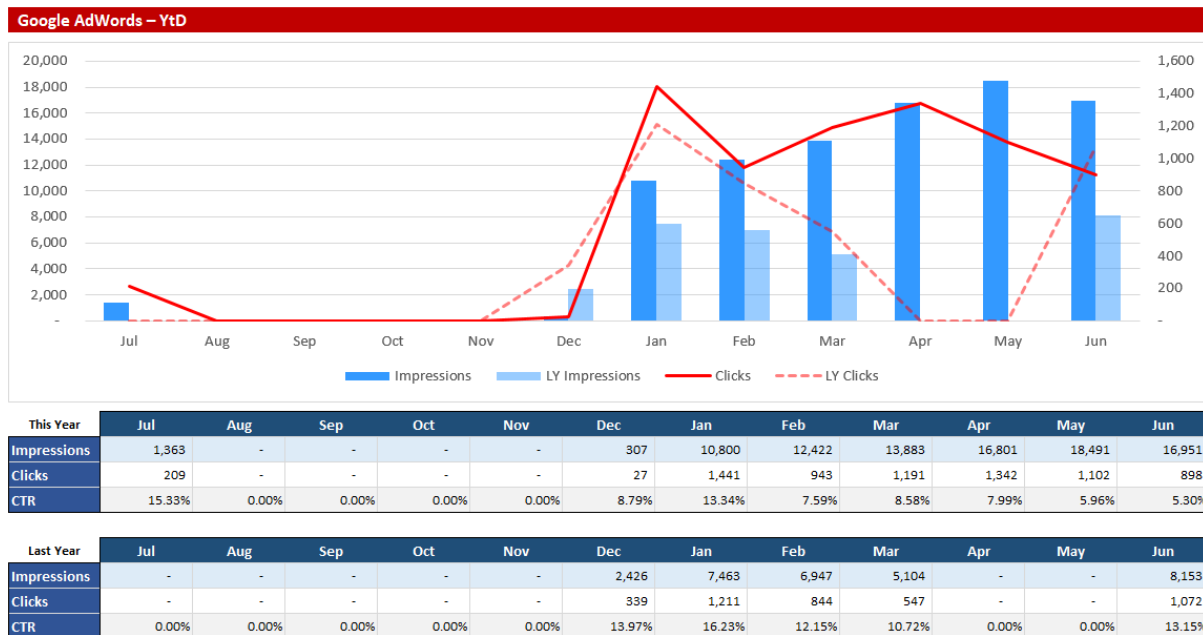


## Google AdWords

Our Google AdWords campaign was reinstated in December 2020. Overall, we have seen fantastic improvements in the majority of metrics compared with the previous financial year.

Most notably, Impressions have increased by 202.46%, Clicks by 78.25%, with Conversions seeing a 378.64% increase due to the creation of trackable goals in Google Analytics, which have been implemented across both our website and AdWords campaigns.

These improvements indicate that more users are being served our ads while searching on Google. As a result, we are receiving more visits to the website. The introduction of trackable goals enables us being able to track conversions, such as potential stallholders submitting an application after seeing one of our ads, which allows us to better track our advertising efforts.



## Stallholder Private Facebook Page

The weekly newsletter emails continued to be sent during the Covid lockdowns. To updated stallholders on important market news and keep the market communication and relationship connection. We are currently investigating other options of communication between stallholders, especially on Market days.

# Marketing and Advertising

This year we have implemented various marketing and advertising campaigns to promote the Market to both local and regional audiences.

## Television/Radio

In 2020 the Market invested in a 15 and 30 sec commercial promoting the market and its makers. Our TVC was replayed in December 2020 amongst various channels across the Prime network, targeting areas in regional Victoria such as Albury, Ballarat, Bendigo, Shepparton and Gippsland. The TVC was aired across a total of 2,044 spots, reaching approx. 975,000 viewers.

Metro and Regional radio campaigns were aired during the last three weeks of January 2021. Metro stations included *Triple M 105.1* and *Fox FM 101.9*. Regional stations included *Triple M 93.5* (Bendigo and Warragul/Gippsland), *K-Rock 95.5* (Geelong), and *Power FM 103.1* (Ballarat).

Unfortunately, we did not see any noticeable results in patron numbers at the Esplanade Market after the TVC and Radio campaigns finished. This can be attributed to the devastating effects that COVID-19 has had on the Market, consumer sentiment of domestic visitors and the majority of our primary audience being international tourists.

## Public Relations

### ***Humans In Melbourne***

In January 2021 we had social influencer Chris Cincotta (Humans In Melbourne) attend the Market and post several Instagram stories to his 94.3k followers on his [@melbourneiloveyou](#) account, along with a feature post on his [Facebook page](#), which has 284.5k Likes. The post generated 650+ Likes, 38 Comments and 16 Shares. Unfortunately, we did not see much improvement in visitor numbers at the Esplanade Market after this campaign. We did see our Page Likes grow 15.44% (from 13,542 to 15,633) throughout the month of January, however this was a direct result of the targeted 'Page Likes' campaign that was running between 13 – 26 January 2021, which generated 1,890 Page Likes.

### ***Time Out Melbourne***

We were included in a paid feature article on Time Out Melbourne, titled '[How to make the most of St Kilda this summer](#)'. Unfortunately, we did not see a great result from this campaign, as it only generated four Website Sessions this financial year since being posted.

## Print

We have continued to advertise in the *Visit Victoria – Official Visitors Guide* in this financial year with a domestic audience as the focus.

# Financials

## Financial Report

City of Port Phillip

4810 - St Kilda Esplanade Market

	Actuals 2020-21	Actuals 2019-20	Change	%
<b>Income</b>				
User Fees	\$106,064	\$259,802	(\$153,738)	-59%
<b>Total Income</b>	<b>\$106,064</b>	<b>\$259,802</b>	<b>(\$153,738)</b>	<b>-59%</b>
<b>Expense</b>				
Wages and Salaries	\$165,407	\$175,809	(\$10,402)	-6%
Overtime	\$0	\$6,548	(\$6,548)	-100%
Advertising and Publicity	\$36,183	\$77,180	(\$40,997)	-53%
Contract Payments	\$291	\$823	(\$532)	-65%
Professional Services	\$3,301	\$27,382	(\$24,081)	-88%
Insurance	\$14,644	\$10,236	\$4,408	+43%
Materials	\$4,040	\$3,884	\$156	+4%
Printing, Stationery & Post	\$0	\$366	(\$366)	-100%
Bad and Doubtful Debts	(\$6,923)	\$2,542	(\$9,465)	-372%
Telephone Charges	\$245	\$236	\$9	+4%
Training	\$0	\$0	\$0	+0%
Other Expenses	\$0	\$348	(\$348)	-100%
<b>Total Expense</b>	<b>\$217,187</b>	<b>\$305,353</b>	<b>(\$88,166)</b>	<b>-29%</b>

Head Office Overheads	\$41,000	\$40,000	\$1,000	+3%
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FULL YEAR Profit (Loss)	(\$152,123)	(\$85,552)	(\$66,571)	+78%
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Results from System            111,147  
Profit/Loss less OH            - 111,123