



12.1 **ST KILDA ESPLANADE MARKET ANNUAL REPORT AND
UPDATED REFERENCE COMMITTEE TERMS OF
REFERENCE**

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1. PURPOSE

- 1.1 To present the July 2020 to June 2021 St Kilda Esplanade Market Annual Report.
- 1.2 To present the updated Terms of Reference (ToR) for the St Kilda Esplanade Market committee for endorsement.

2. EXECUTIVE SUMMARY

- 2.1 The St Kilda Esplanade Market Annual Report is a summary of the Market's activities and achievements in July 2020 to June 2021 and presents the financials of the 2020/21 financial years. See **Attachment 1**.
- 2.2 The Annual Report is submitted to Council each year reporting on operations, progress and finances.
- 2.3 The operations of the St Kilda Esplanade Market are guided by a Reference Committee.
- 2.4 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.

3. RECOMMENDATION

That Council:

- 3.1 Notes the St Kilda Esplanade Market Annual Report July 2020 to June 2021 as outlined in Attachment 1.
- 3.2 Endorses the updated Terms of Reference for the St Kilda Esplanade Market Reference Committee as outlined in Attachment 2.

4. KEY POINTS/ISSUES

- 4.1 For the past 51 years the St Kilda Esplanade Market, has been operating almost every Sunday of the year in its iconic beachside location. It has been an important avenue for art and craft makers to sell their authentic handmade art and craft products. Hundreds of stallholders have passed through the Market, and a number have been trading at the site for the entire 51 years of operation. The Market is a respected tourist and local destination that supports the economy and provides a social, family friendly, community space for everyone to enjoy.



- 4.2 The ongoing COVID-19 pandemic continues 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 further lockdowns in 2021.
- 4.3 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.
- 4.4 Highlights of the 2020-2021 Annual report:
- 4.4.1 Activations programmed at the Market proved successful for both stallholders and the general public. Including:
- 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
- 4.4.2 Market research conducted by IER in February and March 2021 set out to measure and assess the objectives such as visitor origins, attendee profile, previous visitation and media consumption. The full report findings can be seen in **Attachment 2**.
- 4.4.3 Some highlights of the survey were:
- 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
 - 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) have been more active at seeking leisure opportunities such as the market, after the challenges faced during lockdown and home-schooling in 2020.
 - 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.



- 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.
- The main reasons for attending the Market was because ‘As a social activity’ (25.5%) and ‘To enjoy the atmosphere’ (24.8%).
- The primary driver for attendance of ‘Families’ and ‘Empty Nesters’ was ‘To enjoy the atmosphere’

4.5 The Terms of Reference have been updated where relevant and are attached for Council approval in **Attachment 3**.

4.5.1 The changes to the ToR are to align with the current Market Reference Committee structure.

4.5.2 The Committee is now made up of two Councillor (not one), one external expert and four stallholders (no changes).

4.5.3 Other changes include increasing the occurrence of the meetings from twice a year to four times a year, as requested by the Reference Committee Councillor representatives in the June 2021 meeting.

4.5.4 The updated ToR changes can be seen in **Attachment 3**

5. CONSULTATION AND STAKEHOLDERS

5.1 As part of its commitment to good governance, quality decision-making and community participation, the City of Port Phillip has a St Kilda Esplanade Market Reference Committee (Reference Committee).

5.2 The Reference Committee provides advice on the strategic direction of the Market, the implementation of this direction, development of the marketing and advertising strategy, on communication mechanisms with stallholders, community and other stakeholders and on business and operational planning.

5.3 The Reference Committee also provides an opportunity for stallholders, councillors and industry experts to work together to serve the best interests of the Market and the community.

5.4 The Committee met twice a year in 2020. The Current Councillors on the Committee are Councillor Bond and Councillor Sirakoff.

5.5 The Annual Report has been reviewed and approved by the St Kilda Esplanade Market Reference Committee online on 4 October 2021.

6. LEGAL AND RISK IMPLICATIONS

6.1 The presentation of this Report fulfils the reporting obligations.

6.2 There are no known risks to Council in adopting this recommendation.

7. FINANCIAL IMPACT

7.1 Total expenditure for the 2020/21 financial year was \$268,187 vs total income \$106,064 operating deficit \$152,123 as outlined in the table below.



Financial Statement



	Actuals 2020-2021	Actuals 2019-2020	Change	%
Income	\$106,064	\$259,802	(\$153,738)	59%
Expenses	\$217,187	\$305,353	(\$88,166)	29%
Head Office Overheads	\$41,000	\$40,000	\$1,000	3%
FULL YEAR Profit (Loss)	(\$152,123)	(\$85,552)	(\$66,571)	78%
Profit (Loss) less OH	(\$111,123)			

- 7.1.1 St Kilda Esplanade Market stallholder and food truck fee income were well below budget due to COVID-19 forced closures as a result of State Government restrictions.
- 7.1.2 Staff expenses during the COVID period funded activities such as ensuring the Market was able to be delivered safely during the period when it was able to operate, in addition to managing the wind-up and wind down of the market on the successive occasions it was required to close and reopen in line with State Government restrictions (this included managing associated refunds, bookings and COVID safe requirements).
- 7.1.3 The Market received \$38,400 in reallocated funding from the cancelled 2021 St Kilda Festival to provide Stalls (permanents and casuals) \$20 off their fees from late February 2021.

7.2 The Reference Committee positions are voluntary and Committee members are not paid for their contribution.

8. ENVIRONMENTAL IMPACT

8.1 The Market operates with no power, all rubbish is removed by stallholders and many recycle materials in their works. New Stallholder permits will include mandatory sustainability requirements:

- No single use plastic bags, straws, packaging, stirrers, condiment sachets or cutlery
- No balloons
- No Styrofoam/polystyrene products or packaging

9. COMMUNITY IMPACT

9.1 The Market provides a welcoming community space for all ages and abilities to attend free of charge. It continues to support local makers from all backgrounds and ages with a place to sell their products, which was the reason the Market was officially opened 51 years ago by Councillor Manning in 1970.



- 9.2 The Market activates the Esplanade every Sunday. It creates a physical, vibrant link between the foreshore, Fitzroy and Acland Streets and is a well-known tourist destination and Makers' Market.
- 9.3 Reference Committees provide advice to Council as well as facilitating community networks to build on local strengths, keeping people informed and connected.
- 9.4 Improves community consultation practices to support open and inclusive decision making.
- 9.5 Improves public confidence in decisions made through active community participation in the process.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

10.1 The Market's Annual report and Reference Committees are aligned to the Council Plan, under Priority:

10.1.1 4 – Vibrant Port Phillip; and

11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

11.1.1 Committee Members and Stallholders will be notified of the Annual Report results and given a link to the Council report paper on Council's Website.

11.1.2 Committee members and Stallholders will be notified of the updates to the ToR and the next meeting time as soon as practical.

11.2 COMMUNICATION

11.2.1 All Stakeholders will be notified of the Report and updated ToR by the Market Manager.

12. OFFICER DIRECT OR INDIRECT INTEREST

12.1 No officers involved in the preparation of this report have any material or general interest in the matter.

ATTACHMENTS

- 1. St Kilda Esplanade Market Annual report 2020-21
- 2. IER Customer Survey Results
- 3. St Kilda Esplanade Market Terms of Reference 2021