



9.1 ST KILDA ESPLANADE MARKET'S ANNUAL REPORT

EXECUTIVE MEMBER: KYLIE BENNETTS, GENERAL MANAGER, CITY GROWTH AND ORGANISATIONAL CAPABILITY

PREPARED BY: MARLO PRETTY, ST KILDA ESPLANADE MARKET MANAGER

1. PURPOSE

- 1.1 To present the June 2019 to July 2020 St Kilda Esplanade Market Annual Report to Council.

2. EXECUTIVE SUMMARY

- 2.1 The St Kilda Esplanade Market Annual Report is a summary of the Market's activities and achievements in June 2019 to July 2020 and presents the financials of the 2019/20 financial years. See Attachment (1).
- 2.2 As part of the 2016 - 2020 St Kilda Esplanade Market Strategic Plan an Annual Report is submitted to Council each year reporting on operations, progress and finances.
- 2.3 The strategy and operations of the St Kilda Esplanade Market are guided by a Reference Committee.

3. RECOMMENDATION

That Council:

- 3.1 Accepts and notes the St Kilda Esplanade Market Annual Report June 2019 to July 2020.

4. KEY POINTS/ISSUES

- 4.1 For the past 49 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 49 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 Highlights of the 2019-2020 Annual report include:
- 4.2.1 Developed a new visual identity to mark the 50-year anniversary. This included new logo and background design that was incorporated across all mediums including email signatures, a-frames, bin wraps, flags, the website and social channels.
- 4.2.2 50-year celebrations were organised but had to be cancelled due to COVID-19. These included a celebration in Alfred Square with various artists performing. A vinyl fair where traders could sell 50-year-old collections and food stalls. A historical tour for July and August. It is hoped this will proceed in December 2020 (subject to market return and budget).
- 4.2.3 New website created as a result of web audit conducted by Bliss Media.
- 4.2.4 New digital marketing strategy developed.



- 4.2.5 Public Facebook page: June 2019 - 12050 likes June 2020 - 13089 likes Total Impressions: June 2019 - 50,510 June 2020 - 299,200.
- 4.2.6 Presented two webinars on digital marketing and SEO to support stallholders in generating revenue online.
- 4.2.7 Reviewed and updated application and booking process – now centralised and cloud based
- 4.2.8 TVC created and televised on Channel 7
- 4.2.9 Market research conducted by IER as included in Attachment 2
- 4.2.10 Partnerships developed with Vegan market, RMIT, Sacred Heart Mission, Wellness Market, Seniors week, Space 2 B, Greyhound Adoption program and Peugeot Animal farm activation, a free school holiday activity for the month of September
- 4.2.11 Hosted performances from local dance and music schools, choirs and magicians
- 4.2.12 Foodie section continues to be a success, offering flavours of the world, increasing visitation and dwell time
- 4.2.13 Emergency Management Plan and Code of Conduct Policy reviewed and updated
- 4.2.14 **COVID 19 impacts** – (As of time of writing June 30) The Esplanade Market was closed on 29 March for 10 weeks and returned on 7 June 2020. This severe impact to revenue and with further closures inevitable, the future of the Esplanade Market remains uncertain. If a second lockdown occurs, dependent on restrictions and stallholder sentiment, it is planned that the Market's food and drink stallholders, be they take-away, ready-to-eat or fresh, trade as a limited produce version of the regular St Kilda Esplanade Market.

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, industry experts and members of the local community to work together to serve the best interests of the Market and the community.
- 5.4 The Committee meets twice a year at the St Kilda Town Hall. The Current Councillor on the Committee is Councillor Andrew Bond.
- 5.5 The current Market Reference Committee is made up of one Councillor, one external expert and four stallholders, whose term will end in November 2021. In accordance with its Terms of Reference, as outlined in Attachment (2) the Committee can be made up of, up to two external experts, up to two Port Phillip community members, one Councillor and up to four stallholders.



- 5.6 The Annual Report has been reviewed and approved by the St Kilda Esplanade Market Reference Committee online 10 August 2020.

6. LEGAL AND RISK IMPLICATIONS

- 6.1 The presentation of this Report fulfils the reporting obligations set out in the 2016-2020 St Kilda Esplanade Market Strategic Plan.

7. FINANCIAL IMPACT

- 7.1 Total expenditure for the 2019/20 financial year was \$345K vs total income \$260K Operating deficit \$85K for the year 2019/20.

- 7.1.1 St Kilda Esplanade Market stallholder and food truck fees were well below budget and prior year actual results. Before the COVID-19 forced closure, stallholder occupancy was tracking well below the same period last year, driven by poor weather conditions, the recent closure of the St Kilda Novotel hotel and reduced retail spending due to weaker economic conditions. All these factors contributed to lower bookings of about \$74K (18.5%), when compared to 2018-19. In addition, the forced closure due to the COVID-19 pandemic resulted in the loss of 10 weeks trading and a four-week period where there was only 30% occupancy, reducing Income by a further \$67K (or 16.7%). Total Market income was \$141K (or 35%) lower than the previous year.

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 Stall holder 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 50 years ago by Councillor Manning in 1970.
- 9.2 The Market activates the Upper 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 The Reference Committee provide advice to Council as well as facilitating community networks to build on the Market's strengths, keeping stallholders informed and connected.
- 9.4 Improves community consultation practices to support open and inclusive decision making.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 10.1 This report relates Strategic direction 5 – We thrive by harnessing creativity.

MEETING OF THE PORT PHILLIP CITY COUNCIL 16 SEPTEMBER 2020



11. OFFICER DIRECT OR INDIRECT INTEREST

11.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.

TRIM FILE NO: F20/1

ATTACHMENTS

- 1. Final St Kilda Esplanade Market's Annual Report**
- 2. St Kilda Esplanade Market Committee Terms of Reference 2018.**