



**Recommended Applicants - St Kilda Esplanade Market Reference Committee**

**CRITERIA**

1. Demonstrated local connection to the City of Port Phillip (community member applicants) and/or passion and experience at public markets (stallholders/industry expert)
2. A commitment to driving customer experience and long-term financial sustainability of a vibrant community market.
3. Experience in markets, arts and crafts, marketing, tourism, or any other relevant field.
4. Demonstrated strong interpersonal skills, ability to build and develop effective working relationships and/or experience on committees.
5. Other skills and abilities to contribute to this committee.

**Stallholder Representative (Up to 4 positions)**

Name	Background	Other considerations
<p><b>Deanne Anderson</b></p>	<ul style="list-style-type: none"> <li>• Holds a certificate of Arts and also a Bachelor of Arts.</li> <li>• A small business owner for 31 years in wholesale and retail.</li> <li>• Previous experience as a CCAG (Carer and Consumer Advisory Group) member within Austin Health.</li> <li>• involved in the Austin Health Model of Service Project, Interventional Pathway Works Stream in 2018 in conjunction with DHHS and the Victorian Health and Human Services Building Authority</li> <li>• invited to join, as a mental health division representative, on the Austin Health Community Advisory Committee.</li> <li>• Permanent market maker at SKEM since 2022: clay modeling.</li> <li>• Very active in social media for her business.</li> <li>• Also traders at other markets.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrated high levels of enthusiasm for SKEM and good customer service.</li> <li>• Sales representative work experience.</li> <li>• A market trader for 27 years.</li> <li>• A SKEM market trader for over a year.</li> <li>• Clear understanding and appreciation of the market as a community space for customers and stallholders.</li> <li>• Has a collaborative mindset</li> <li>• Professional market set-up and excellent product quality.</li> <li>• Is a positive member of the market community.</li> </ul>
<p><b>Georgia Symmons</b></p>	<ul style="list-style-type: none"> <li>• Worked in Not-For-Profit (NFP) and corporate sectors.</li> <li>• A diverse range of employment areas such as in the arts, marketing, communications, education, community sector, conservation and tourism.</li> <li>• Specifically, Royal Botanic Gardens and Nature Parks at Phillip Island.</li> <li>• Expertise in stakeholder management, visitor engagement, customer experience, and marketing strategies.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrated interest in collaboratively creating a vibrant and enriching community space and supporting the market's growth and sustainability.</li> <li>• Regularly provides feedback to SKEM Manager.</li> <li>• Has a unique blend of skills and experiences.</li> <li>• Committed to elevating the market experience for all.</li> </ul>

	<ul style="list-style-type: none"> <li>• Permanent market maker at SKEM since 2021: metal smithing.</li> <li>• Very active in social media for her business.</li> <li>• Also trades at other markets.</li> </ul>	<ul style="list-style-type: none"> <li>• Professional market set-up and excellent product quality.</li> <li>• Ms Symmons personal recommendation of SKEM has resulted in many new stallholders attending the market.</li> <li>• Is a positive member of the market community.</li> </ul>
<b>Qing Zhang</b>	<ul style="list-style-type: none"> <li>• Permanent market trader at SKEM since 2019: Fine Arts, watercolour painting.</li> <li>• Was part of the City of Port Phillip Art of Respect campaign for the 16 Days of Activism Against Violence Against Women 2021.</li> <li>• Has previously worked in large teams.</li> <li>• Also trades at other markets.</li> </ul>	<ul style="list-style-type: none"> <li>• Committed to working towards collective success rather than individual gains.</li> <li>• Dedicated to establishing a positive brand identity and delivering good customer experience to achieve financial sustainability.</li> <li>• Professional market set-up and excellent product quality.</li> <li>• Is a positive member of the market community.</li> </ul>
<b>Sunne Bernt</b>	<ul style="list-style-type: none"> <li>• Permanent market trader at SKEM for 23 years: soap making</li> <li>• Also trades at 2 other coastal markets.</li> <li>• Very active in social media for her business.</li> <li>• Has grown her business across Australia and New Zealand in wholesale and online sales. Believes the SKEM has helped with her success.</li> </ul>	<ul style="list-style-type: none"> <li>• Committed and invested in the sustainability and vibrancy of the market.</li> <li>• Committed to building relationships for the success of small businesses.</li> <li>• Professional market set-up and excellent product quality.</li> <li>• Is a positive member of the market community.</li> </ul>

#### Community Representative (Up to 2 positions)

<b>Name</b>	<b>Background</b>	<b>Other considerations</b>
<b>Raul Lopez</b>	<ul style="list-style-type: none"> <li>• A local resident since 2016.</li> <li>• A former Council Officer in the Urban Design and Economic Development teams.</li> <li>• Participated in numerous cultural projects within and outside Port Phillip.</li> <li>• Experience in transforming the experience of urban spaces.</li> <li>• Experience in urban design, art curation, and community engagement.</li> </ul>	<ul style="list-style-type: none"> <li>• Understands the importance of a market as a community space, and an inviting experience for everyone.</li> <li>• Strong interpersonal abilities and experience.</li> <li>• Active participation as a community member.</li> </ul>

		<ul style="list-style-type: none"> <li>• Commitment to support vibrant, lively, and inclusive spaces</li> </ul>
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**Expertise in markets, art and craft, marketing or another relevant field (Up to 2 positions)**

<b>Name</b>	<b>Background</b>	<b>Other considerations</b>
<b>Malcolm Thompson</b> <b>(Ongoing Committee member)</b>	<ul style="list-style-type: none"> <li>• Sponsorship Manager, Academy of Design Australia</li> <li>• Selection and curating of Exhibitions and Events in Victoria over the last 30 years</li> <li>• Current member of the SKEM Reference Committee. Happy to stay on as a member.</li> </ul>	<ul style="list-style-type: none"> <li>• Current SKEM Reference Committee member will stay on the committee.</li> </ul>
<b>Sophie McCarthy</b>	<ul style="list-style-type: none"> <li>• Current South Melbourne Market Executive Director</li> </ul>	<ul style="list-style-type: none"> <li>• Extensive experience in general management, budget control, business strategy, marketing, sales, business development, customer service, event management, communications, venue management and stakeholder engagement.</li> <li>• Travel and tourism industry experience</li> </ul>