



3 March 2009

Eva Parkin
City of Port Phillip
Private Bag 3
ST KILDA 3182

Dear Eva

**Request to the City of Port Phillip to renew the St Kilda Village
Special Rate**

I wish to indicate our associations support for the St Kilda Village Traders' Group special rate. In our view, the special rate is critical to continue to provide the precinct with a self-funded marketing and development program.

As you are aware, we have consulted with the local businesses about our desire to renew the scheme for a wider area, and are confident that there is a high degree of support for, and limited opposition to, the proposal.

The renewal includes an increase of 5% with a slightly larger boundary area for the next five year period. At this stage there are still a number of businesses to sign but support has been indicated by a majority so far.

Recent marketing and promotional initiatives to date include further enhancement of our St Kilda Village brand, ongoing development of stkildavillage.org.au, integrated marketing campaigns, events and competitions (aimed at capturing the essence of St Kilda along with networking events for businesses. Most recently SVKGTG has held an Essence of St Kilda Photography Prize, Tastes of St Kilda Recipe Competition and an Essence of St Kilda Essay Prize. Upcoming projects include a Melbourne Food and Wine Festival Tastes of St Kilda Teaser event and a St Kilda Busking Festival.

SKVTG also supports the St Kilda City Football, Sacred Heart Mission (through the Relish Recipe Book), St Kilda Beach Night Market, Yalukit Wilam Ngargee Indigenous Festival and Live N Local St Kilda Festival. The St Kilda Laughs Festival is a recent addition to the busy St Kilda calendar as is collaborating with existing Festivals such as Melbourne Food and Wine Festival.

Yours sincerely

Marty Perry
President St Kilda Village Traders' Group Inc.
c/o PO Box 1605 St Kilda 3182