



13.2 **ST KILDA ESPLANADE MARKET ANNUAL REPORT**

EXECUTIVE MEMBER: KYLIE BENNETTS, DIRECTOR, OFFICE OF THE CEO
PREPARED BY: ANITA DONNELLY, PROGRAM DIRECTOR PLACEMAKING
GABI ALLEYNE, ESPLANADE MARKET MANAGER
MARLO PRETTY, ESPLANADE MARKET ADMIN OFFICER

1. PURPOSE

1.1 To present the January 2018 to June 2019 St Kilda Esplanade Market Annual Report to Council and to appoint four stallholder representatives to the Committee.

2. EXECUTIVE SUMMARY

- 2.1 The St Kilda Esplanade Market Annual Report is a summary of the Market's activities and achievements in 2018 to June 2019 and presents the financials of the 2017/18 and 2018/19 financial years.
- 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. This report seeks Council endorsement of Committee members as outlined in Attachment 3 of this report.

3. RECOMMENDATION

That Council:

- 3.1 Accepts and notes the St Kilda Esplanade Market Annual Report Jan 2018 to June 2019.
- 3.2 Appoints Committee members to the St Kilda Esplanade Market Reference Committee as appears in confidential Attachment 3 from 13 November 2019 until 13 November 2021, with confidentiality on this matter to be lifted by the CEO once all notifications have been made.

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 period in review include:
- 4.2.1 On average over 130 stallholders have formed part of the St Kilda Esplanade Market;



- 4.2.2 Over 50 per cent of customers who visited the St Kilda Esplanade Market have been repeat visitors;
- 4.2.3 A range of activations and partnerships were undertaken including free dance classes for visitors in April 2018; Senior's Week partnership - 8 October to 21 October 2018; Partnership with Space2b, an art and design social enterprise established to support migrant women in small business – May, June and July 2018; Bush Babies Activation, a free school holiday activation for visitors on 30 September 2018;
- 4.2.4 A range of health and safety improvements have been made including a review of the Emergency Management Plan and creation of Stallholder ID cards to improve security;
- 4.2.5 A review of the marketing and communications strategy for the St Kilda Esplanade Market with recommendations of this review currently being implemented.
- 4.3 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).
- 4.4 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.
- 4.5 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.
- 4.6 The Committee meets twice a year at the St Kilda Town Hall. The Current Councillor representative on the Committee is Councillor Andrew Bond.
- 4.7 The current Market Reference Committee is made up of one Councillor, one external expert and one stallholder, whose term will end in November 2019. 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.
- 4.8 A call for stallholder nominations to the Committee was advertised for a period of two weeks via the stallholder e-newsletter, opening on 9 August and closing on 25 August 2019. This call was made as the current stallholder representative's period expires in 2019 and several of the stallholder positions on the Committee are currently vacant.
- 4.9 The four stallholder nominees recommended are based on:
 - 4.9.1 Meeting all stated selection criteria;
 - 4.9.2 Passion and enthusiasm for providing advice on the strategic direction of the Esplanade Market;
 - 4.9.3 Ability to appreciate a range of interests and factors impacting on the strategic directions of the Esplanade Market;
 - 4.9.4 Commitment to participative and consultative processes;
 - 4.9.5 Experience in markets, arts and crafts, marketing or any other relevant field.



4.10 It is recommended that the term for the four stallholder representatives be made through until 13 November 2021.

4.11 Once the Reference Committee with the new stallholder representatives is in place, it is recommended that further consideration be given around a call for representatives from the community and representatives with market expertise given these roles are currently vacant, in line with the Terms of Reference for this Committee.

5. CONSULTATION AND STAKEHOLDERS

5.1 The Annual Report has been reviewed and approved by the St Kilda Esplanade Market Reference Committee on 10 July 2019

5.2 A call for stallholder nominations to the Committee was advertised for two weeks via the stallholder e-newsletter, opening on 9 August and closing on 25 August 2019.

5.3 Four nominations were received by Esplanade Market stallholders to fill the four-vacant stallholder positions.

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.

6.2 There are no known risks to Council in adopting this recommendation for stallholder Committee members.

7. FINANCIAL IMPACT

7.1 Total expenditure for the 2017/2018 financial year was \$412K vs total income \$378K. There was an operating deficit of \$35K for the year 2017/18.

7.2 Total expenditure for the 2018/2019 financial year was \$393K vs total income \$401K. There was an operating surplus of \$8K for the year 2018/19.

7.3 The operating deficit in the 2017/18 financial year, was associated with an increase in operational costs to successfully and safely manage the Market. Over the past year work has been undertaken to ensure that this activity is cost neutral for ratepayers and value for money for stallholders. As a result, stallholder fees have been increased by CPI; other expenditure such as overtime has been reduced; and a review of all marketing initiatives to maximise Return On Investment has been undertaken.

7.4 The 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 excess rubbish is removed by stallholders, many stallholders use recycled materials in their works increasing its sustainability. The Market has installed two water drinking fountains in 2018 to promote reusable bottles.

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 49 years ago by Councillor Manning in 1970.

ORDINARY MEETING OF COUNCIL 18 SEPTEMBER 2019



- 9.2 The Market has supported talent such as Adam Elliot, Academy Award Winning Animator and Director of Harvey Krumpet, he sold his hand painted t-shirts at the Market for five years.
- 9.3 The market also creates a physical link between Fitzroy Street and Acland Street on a Sunday and is a well-known tourist destination and Makers' Market.
- 9.4 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.
- 9.5 Improves community consultation practices to support open and inclusive decision making.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 10.1 Council Plan Direction 5 – We thrive by harnessing creativity.

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: 56/09/45

ATTACHMENTS

1. St Kilda Esplanade Market Annual Report January 2018 to June 2019
2. *Confidential*- CONFIDENTIAL St Kilda Esplanade Market Appointment of Stallholder Committee Members 2019
3. St Kilda Esplanade Market Terms of Reference