



12.1 [ST KILDA ESPLANADE MARKET ANNUAL REPORT 2021 - 2022](#)

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1. PURPOSE

1.1 To present the St Kilda Esplanade Market Annual Report 2021 – 2022 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 2021 to 2022 and presents the financials for the financial year.

3. RECOMMENDATION

That Council:

- 3.1 That Council notes and receives the St Kilda Esplanade Market Annual Report 2021-2022 and Market budget figures.
- 3.2 That Officers and the Reference Committee continue to work together in building visitation and income opportunities for the Market.

4. KEY POINTS/ISSUES

- 4.1 The St Kilda Esplanade Market is recognised as being a significant shopping, leisure and tourism destination by Market visitors, the City of Port Phillip and stallholders. It is rebuilding itself as a major drawcard for St Kilda.
- 4.2 The St Kilda Esplanade Market has been operating for 52 years 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.
- 4.3 The Market has always been a starting platform for new artists to begin their careers and in some cases, is so loved by stallholders they have stayed on for as long as the full 52 years it has been running. The Market provides not only visual enhancement for the area but is a respected tourist destination and supports the local economy.
- 4.4 The ongoing COVID-19 pandemic impacted the Esplanade Market, which was forced to close for 15 consecutive weeks from July – October 2021.
- 4.5 The Market officially reopened on 31 October 2021, with State Government regulations in place and checked weekly. This included QR codes, Covid safe plans and vaccination statuses.
- 4.6 On 20 February 2022, travel restrictions were lifted, and international tourists were able to travel again. This change saw the customer numbers increase as more tourists were back in St Kilda visiting the Market.
- 4.7 A focus for the Market after COVID-19 lockdowns, was to include more activations for customers to enjoy, enhancing the market environment and experience. This was achieved through various planned activations throughout the remainder of the 2021 - 2022 financial year.



4.8 Highlights of the annual report include:

4.8.1 Implementation of various marketing and advertising campaigns to promote the Market to both local and regional audiences. Including:

- 12 December 2021, the Market hosted a fully programmed Christmas themed Sunday.
- 23 January 2022, celebrity guest Foreman Keith Schleiger, from The Block attended the market to meet and greet customers.
- In 2022 for the first time in over 10 years, the market stallholders traded on the second Sunday in Feb and were part of the St Kilda Festival line-up.
- 17 April 2022, the Easter Bunny visited the market and handed out chocolate eggs.
- 8 May 2022, Mother's Day show bag, free coffee voucher give-away activation.
- 29 May 2022, the Mabo Day Celebration hosted by CoPP was held at the St Kilda Esplanade Market.

5. CONSULTATION AND STAKEHOLDERS

5.1 The St Kilda Esplanade Market has been managed by The City of Port Phillip since 2010 and reports to a Reference Committee that meet quarterly.

5.2 The Annual Report has been reviewed and approved by the St Kilda Esplanade Market Reference Committee on 26 September 2022.

6. LEGAL AND RISK IMPLICATIONS

6.1 The presentation of this Report represents good governance of the Market.

7. FINANCIAL IMPACT

7.1 Total expenditure for the 2021/2022 financial year was \$309,502K vs total income \$132,613K. Operating Surplus (deficit) \$218,914K for the year. This was heavily impacted by COVID-related restrictions and should be assessed as such.

8. ENVIRONMENTAL IMPACT

8.1 The St Kilda Esplanade Market operates with no power, all excess rubbish is removed by stallholders, many stallholders use recycled materials in their creative works, increasing its sustainability.

9. COMMUNITY IMPACT

9.1 The St Kilda Esplanade 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 52 years ago by Councillor Manning in 1970.

9.2 The St Kilda Esplanade 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.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

10.1 The St Kilda Esplanade Market aligns with the Vibrant Port Phillip strategic direction in the adopted Council Plan 2021-31.



10.2 The St Kilda Esplanade Market is a community space where people can meet and socialise with friends and family. It is a pet friendly market and a space for art and craft makers to exhibit and sell their works.

10.3 The Market provides both social and economic opportunities to creative business.

10.4 The Market contributes to St Kilda's economic footprint by attracting tourists and visitors on Sundays throughout the year.

11. OFFICER DIRECT OR INDIRECT INTEREST

11.1 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 2021- 2022  