

St Kilda Esplanade Market Annual Report

2021 - 22



ST Kilda
Esplanade
MARKET

• est 1970 •

2021 - 2022

Contents

About.....	3
History.....	4
Governance.....	5
Vision & Brand Values.....	6
Covid- 19 Impacts.....	7
Activations.....	8
Advertising.....	9 -10
Maintenance & Safety.....	11
Casual Stallholder Facts.....	12
Social Media.....	13
Survey Results.....	14
Market Budget.....	15

City of Port Phillip

99a Carlisle Street, St Kilda, VIC 3182

📞 ASSIST 03 9209 6777

🌐 portphillip.vic.gov.au



Receive the latest news from your City and Council

🌐 portphillip.vic.gov.au/divercity

If you require a large print version
please phone ASSIST 03 9209 6777

Language assistance

廣東話 9679 9810 Ελληνικά 9679 9811 Polska 9679 9812
普通話 9679 9858 Русский 9679 9813 Other 9679 9814



If you are deaf or have a hearing or speech impairment, you can phone us through the National Relay Service (NRS):

- TTY users, dial **133677**, then ask for **03 9209 6777**

- Voice Relay users, phone **1300 555 727**, then ask for **03 9209 6777**

🌐 www.relayservice.gov.au



2021 - 2022

About

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 once again a major drawcard to St Kilda and for many, has gained iconic status as a Melbourne landmark.

The St Kilda Esplanade Market is an important St Kilda tradition and cultural asset, a makers' market where artists and craftspeople sell authentic high-quality arts, crafts and goods. In 2016, food vendors were added to enhance the offer. With an iconic beachside location and committed Stallholders, the St Kilda Esplanade Market has many strengths on which to draw.

There are challenges for the Market as well, including its exposure to the weather, and the increasing competition from other markets and retail spaces, not to mention online and competition consumer demand and the pandemic recovery we are currently in.

The market's place within the City of Port Phillip Council Plan relates to one of the five strategic directions. The Direction guide the priorities and actions that are worked towards achieving the Community Vision.

This Direction is **Vibrant**: A City that has a flourishing economy, where our community and local businesses thrive, and we maintain and enhance our reputation as one of Melbourne's cultural and creative hubs.



2021 - 2022

History

**“Council respectfully acknowledges the Traditional Owners of this land, the people of the Kulin Nations.
We pay our respect to their Elders, past and present.
We acknowledge and uphold their continuing relationship to this land.”**

One fine day in December 1970, Councillor Manning declared The Art Bank, now St Kilda Esplanade Market, officially open. Noting the high expense of holding art exhibitions, Cr. Manning had asked several artists and sculptors if they would like to exhibit at a new Art Bank on The Esplanade.

James Egan, now a national living treasure, and Ruth Epps were among the first 20 or so artists to display their work. Soon they were joined by potters, leatherworkers and other artists and craftspeople and the magic of the St Kilda Esplanade Market began.

The Market quickly began attracting stallholders who were not just locals, but artists and makers from afar. Over the years the Market has fluctuated in size to more than 250 stalls. Adam Elliot, Academy Award winning animator and director of Harvey Krumpet, sold his hand painted t-shirts at the Market for five years!

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. We hope you will find us for many more years to come, selling quality handmade art and craft in the iconic beachside suburb of St Kilda.

2021 - 2022

Governance

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

The Committee currently includes:

Councillors Christina Sirakoff and Andrew Bond,
Stallholders Kathy Jenkins, Eddie Faingold and Prue Griffiths,
Industry Expert Malcolm Thomson.

Council is committed to collaboratively delivering its Council Plan by valuing and utilising the wealth of skills and knowledge in the community. It acknowledges that sound governance practice for local democracy is high quality, well informed, responsive and accountable decision-making in the best interests of the community.

Reference Committee meetings were held on:

- 4 Oct 2021
- 13 Dec 2021
- 28 March 2022



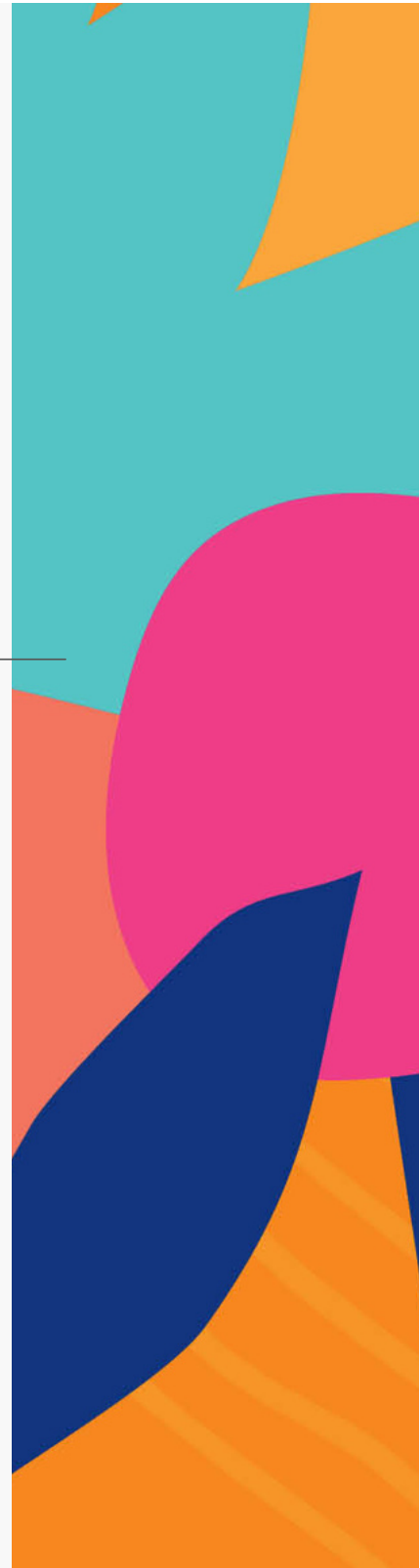
2021 - 2022

Vision

The St Kilda Esplanade Market is a world-renowned art and craft makers' market in an iconic beach-side location – a place of choice for art and craft makers, and for customers seeking quality, authentic Australian made products.

Brand values

Your family's Sunday sensory experience. We are proud to be an Australian icon celebrating our local makers. We are quirky, original, and captivating. The electric vibe of St Kilda



2021 - 2022

Covid-19 Impacts



COVID-19 Impacts

The ongoing COVID-19 pandemic continues to impact the Esplanade Market, which was forced to close for 15 consecutive weeks from July-October 2021. The Market officially reopened on 31 October allowing for Covid-19 State Government mandates to be in place.

Victoria's Roadmap

On Sunday 19 September 2021, the Victorian Government announced Victoria's Roadmap to deliver the National Plan. The plan outlined the steps to take once Victoria reached its 70 per cent and 80 per cent double dose vaccination targets.

Retail to Open

The Indicated date for outdoor retail to open on 26 October 2021, meaning the Market could recommence trading on 31 October Sunday 2021.

Credits for missed market dates were given to all permanent stallholders at a total value of \$38K.

Covid-safe Implementation

The State Government requirements for retail workers, were communicated via the Market Website and application forms for new stallholders.

All stallholders were checked by staff, weekly, for vaccination status, QR codes and Covid safe plans. Including hand sanitizer, social distancing and mask wearing. All were compliant and happy to return to trading.

Activations

Marketing Plan Post Covid- 19

A main focus for the Market after Covid-19 lockdowns, was to include activations for customers to increase the visitation and environment of the Market. This was achieved through various planned activations throughout the remainder of the 2021 - 2022 financial year. CoPP Youth Services "Freeza" Magazine launch was an internal activation, showcasing the Market as a community space for all. Below are some of the highlights for the year.

December

On the 12 December 2021 the Market hosted a fully programmed Christmas themed day with activations from 11am to 2pm including:

- Santa and his Elf
- Roller-skate Characters
- Stilt Walker - Fairy
- Christmas band
- Free gift wrapping

January

The celebrity guest Foreman Keith Blockinator Schleiger, from The Block attended the Market on the 23 January. The meet and greet attracted followers from the Block to the Market and customers also enjoyed photos and a chat. The social influencer with 44k followers, posted on his social page about the Market.

February

St Kilda Festival returned in 2022, continuing a 40-year tradition as a community celebration for St Kilda and Australian live music.

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 Festival line-up.

The stallholders were very happy to be involved

April

The Esplanade Market was open on Easter Sunday 17 April 2022.

The day was celebrated with a guest appearance from the Easter Bunny and free chocolate egg give away.

The activation was advertised on radio, Diversity a local e-magazine, social campaign that reached an audience of over 28k.

A big hit with our younger visitors.

May

Mabo Day is a significant day celebration on the CoPP Civic Events calendar. In 2022, The CoPP was proud to present Mabo Day Celebrations in partnership with the Esplanade Market. Featuring a range of First Nations stalls, foods and musicians.

The day featured:

- Tastes of the Torres Straits courtesy of Mabu Mabu.
- Sounds of the Torres Straits courtesy of John Wayne Parsons.
- Sounds of St Kilda courtesy of Amos Roach.

May

Mother's Day Event was held on 8 May. The Market manager collaborated with St Kilda Businesses and internal departments to create complimentary market show bags to give away on the day.

All visiting mums received one of:

- 400 free coffee vouchers, to use at our two coffee vendors
- 300 market show bags - valued at \$50
- plus Seabaths Gym vouchers
- 20 x \$25 market vouchers to spend on the day with our stallholders.

The activation was advertised via a social campaign that reached an audience of over 11k.

All visiting mums were very happy.



2021 - 2022

Advertising

This year we have implemented various marketing and advertising campaigns to promote the Market to both local and regional audiences.

An internal CoPP, Marketing Working Group was created for the Market. With staff from Festivals, Events, Sth Melbourne Market, the Arts teams and Business Concierge. The meeting helps to showcase the market to other areas and discuss where cross promotion may occur. Such as promotional events that might want to set up at the market, collaborations with major events such as The Latin Festival and opportunities with local venues via the Trader Associations.

Another major focus was stallholder sourcing:

- Social media advertising campaign 'Join our Family'
- Contacting Craft Markets Vic & Arts Centre stallholders
- Attending other Markets such as: Mornington Racecourse Market, Portsea Market, Boneo & Rosebud Markets
- RMIT design students invited.

Approximately 40 new casual applicants traded between Jan and March 22. In total the market had 168 active casual art & craft traders, seven buskers, 14 food stalls and two casual traders trading as permanent for the April 22 quarter.



Radio

Metro radio awareness campaigns. Radio campaigns were programmed in January, April & June to promote the market to a wider range of audience through KIIS FM and Triple R.

Social & Digital

EDMs: St Kilda News- TWISK, CoPP News, Diversity, Sustainable Port Phillip

Websites: Visit St Kilda and Surrounds website listing. Come South of the River

Print

Official Visitor Guide - OVG
Quarter page advertisement each quarter edition. See example above.

2021 - 2022



Branding

Branding refresh- CoPP designers added fresh colours to the recent 2019 brand changes to give it a lift and tie back into the pre-Covid -19 Market colours. The new brand was installed on fresh bin wraps, bollards, website and social pages.



Tourism

On the 20 February 2022, travel restrictions were lifted and international tourists were able to travel again. This change saw the Market visitation build again as more and more tourists were back in St Kilda. Stallholder sales increased and the atmosphere of the Market was truly back to how it felt pre-Covid-19.



St Kilda Esplanade Market

Discover handmade, artisan crafts and local food products at Melbourne's only outdoor market by the bay.

Set against the iconic backdrop of St Kilda Beach, this vibrant makers' market features unique artwork, jewellery, fashion and accessories, beauty products, delicious food and so much more.

The market is great day out with family, friends and fur babies.



A great place to start when exploring St Kilda!

Tram: Route 3a, 16 or 96 to stop 138

Open: Every Sunday from 10am

Upper Esplanade, St Kilda

W stkildaesplanademarket.com.au

Find us on:  

2021 - 2022

Maintenance

- Stall numbers repainted
- All day cleaner appointed to the slopes toilets for Sundays. Started 28 Nov.
- Palm trees on Upper Esplanade pruned
- Shrubs against the brick wall trimmed
- Bins deep cleaned
- Anchor & eye bolt equipment reordered
- Weeds around the Palm trees removed
- Parklet plants re-planting, tops replaced with timber tops.
- Toilet footpath symbols – repainted to direct customers
- Bus stop graffiti cleaned

Safety



- A safety issue raised at the December Reference Committee meeting, regarding Cycling on the footpath was investigated and decals designed and ordered. The collaboration was a success with internal departments such as the Transport Safety and Comms Teams, assisting with design, approval and gaining Police approval for use of their logo. The footpath decals also include an e-scooters message for no riding on the footpath- A safety and awareness campaign to cyclists and e-scooter riders. Installation to be completed by 1 April 22.

Market Closures

19 Dec Market closure. The Market closure was due to extreme weather, following the Market's extreme weather criteria the decision was made on the Saturday night with weather forecasts predicting 100 km winds in the area.

Casual stallholder incentives & facts

Incentives

Reduced new stallholders fees with a waiver of the \$30 Admin fee. Also offered a first-time trading incentive of book three dates and get one free. This incentive worked in attracting new, hand picked traders to the market.

Another incentive was invite a stallholder friend discount. A \$20 credits off current stallholders account, when they invite another stallholder to the Market and that referral starts to trade with the Market.



- 104 applications approved
- 74 new applicants started trading

The Market has some of the following types of traders:

- 4 plant traders
- 2 florist
- 17 candles
- 2 RMIT students
- 3 buskers






























Quick Wins

- New A-frame signs printed - 'Sunday Market open' x6.
- New 9 meter long banner - 'Market Open Today'.
- Extra branded bin wraps on Lower Esplanade x4.

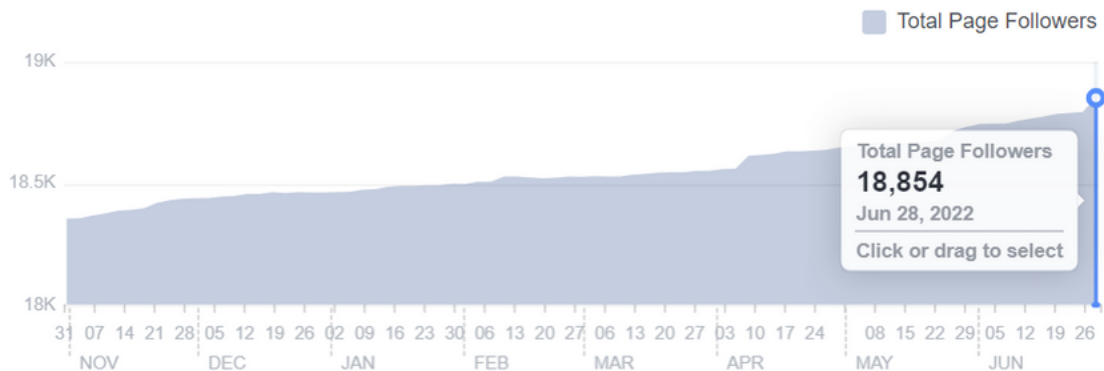


Social Media

The digital marketing strategy for the 2021–2022 financial year was changed dramatically due to the ongoing impacts of COVID–19, with international borders closed until February 2022 and multiple lockdowns having been implemented. As a result, the digital strategy and content was reimaged to appeal towards local audiences, rather than the traditional tourist demographics.

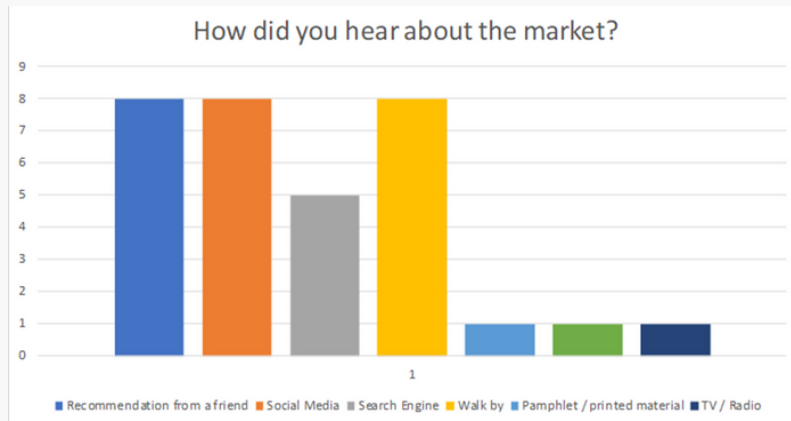
02/20/2022 4:44 PM		We have tourists from The Netherlands here with us today.			3.3K 	57 28 
10/20/2021 11:29 AM		The Market will be OPEN from 31 October 2021. The wait is			5.5K 	785 813 
01/13/2022 10:00 AM		Join our family! If you've always wanted to trade at the St Kilda			8.2K 	1.1K 126 
01/20/2022 3:27 PM		Appearing this Sunday at 12pm is @Keith the Foreman from the			7.3K 	239 64 
04/04/2022 7:00 PM		We are open Easter Sunday!! "Easter is the only time of year			31.6K 	1.1K 1K 
04/22/2022 2:22 PM		Don't forget Mother's Day is only a few weeks away on the 8			11.8K 	423 91 

Total Page Followers: 18,861

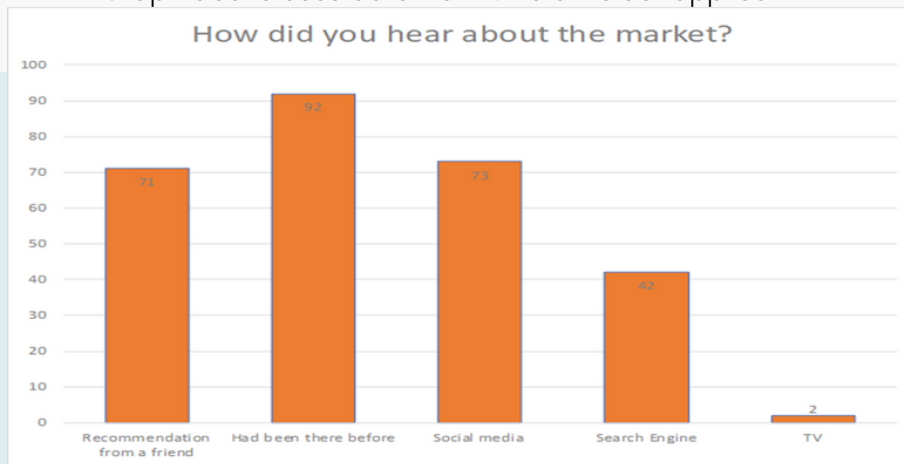


*Graph above shows a steady increase in followers on the Market Facebook Page .

Surveys



*Graph above uses data from 32 stallholder applicant.



*Graph above uses data from 280 stallholder applicant.



How did you hear about the market?

This question is asked of on all new stallholder applicants. The highest response from the 32 most recent stallholder applicants with equal scoring were: from a friend, social media and been there before.

From the next 280 applicants the highest response was: had been there before with 92 responses, social media second with 73 and from a friend at 71.

The Market Space

Sites not available: sites 1 to 25, due to Palais forecourt development.
4 due to parklet areas

The current stall capacity is 108 stalls.
Starting from Stall 26 to Stall 137



There was long-term impacts on the market caused by COVID-19 pandemic and associated shutdowns. The market opened for ongoing trading from 31 October 2021- through to the end of June 2022.

The Market was in a post COVID-19 recovery period, along with four months of not trading due to the shutdowns. This can be seen in the table below, income total below being lower than forecast.

The market received an additional State Government Grant total of \$20K for advertising and publicity, bringing the total amount used for advertising to \$69, 616K.

**City of Port Phillip
St Kilda Esplanade Market**

	Actuals 2021-22	Actuals 2020-21	Change	%
Income				
User Fees	\$132,613	\$106,064	\$26,549	25%
Total Income	\$132,613	\$106,064	\$26,549	25%
Expense				
Wages and Salaries	\$239,153	\$165,407	\$73,746	45%
Advertising and Publicity	\$49,616	\$36,183	\$13,433	37%
Contract Payments	\$1,152	\$291	\$861	296%
Professional Services	\$0	\$3,301	(\$3,301)	-100%
Insurance	\$16,850	\$14,644	\$2,206	15%
Materials	\$2,758	\$4,040	(\$1,282)	-32%
Printing, Stationery & Post	\$200	\$0	\$200	0%
Bad and Doubtful Debts	(\$668)	(\$6,923)	\$6,255	-90%
Telephone Charges	\$0	\$245	(\$245)	-100%
Training	\$0	\$0	\$0	0%
Other Expenses	\$441	\$0	\$441	0%
Total Expense	\$309,502	\$217,187	\$92,315	43%
Head Office Overheads	\$42,025	\$41,000	\$1,025	2.5%
FULL YEAR Profit (Loss)	(\$218,914)	(\$152,123)	(\$66,791)	44%

\$132,613K

Total Income

\$309,502K

Total Expenditure

\$49,616K

Total Marketing Expenditure