



ACLAND STREET VILLAGE BUSINESS ASSOCIATION INC  
**Annual General Meeting Minutes**

Minutes of the Annual General Meeting of the  
**ACLAND STREET VILLAGE BUSINESS ASSOCIATION INC**  
held at St Kilda RSL, 88 Acland St, St Kilda, VIC 3182  
on 27 October 2025 at 6.00pm

**Meeting Opened 6.05pm**

**Present:** Janet Rosenberg, Emilia Teti, Rod Gilbert

**Guests:**

Serge Thomann - I Carusi II/Councillor  
Girish Pajjuru-Bay City Burrrito  
Kate Burfield - Eye Life  
Daryl Louey - Eye Life  
Jinesh Sathvara - St Kilda Pizza House  
Shani Rosenberg - Chakra  
David Blakeley - Fitzroy Street Business Assoc  
Susie Filleti - City of Port Phillip  
Alli Price - Marketing Manager, ASVBA

**Apologies:** David O'Meara, Zenita O'Neill, Amanda Riddle, Lorry Athanasi, Josh Burns

**Chairperson:** Janet Rosenberg

**Minute Taker:** Alli Price

**1. Introduction:**

President Janet Rosenberg welcomed and introduced everyone.

## **2. Minutes**

The Minutes of the Annual General Meeting held Oct 14, 2024 were approved.

Moved: Emilia Teti

Seconded: Rod Gilbert

## **3. Executive Committee Reports**

### **a. Treasurer's report – Janet Rosenberg**

Report presented and motion to accept report tabled (see Treasurer's report included below):

Moved: Emilia Teti

Seconded: Rod Gilbert

### **b. President's report – Janet Rosenberg**

Report presented and tabled (see President's Report included below)

## **4. Election of Committee Members**

7 Committee members re-nominated and one new nominee – all elected unchallenged

**Meeting Closed – 6.22pm**

## **Treasurer's Report**

David O'Meara

ASVBA received a total of \$187,320 collected by the City of Port Phillip via a Special Rate Levy on the council rates. There remaining income was comprised of stall hire for Pet Fest and ticketing for Acland Sweet Side events and also an additional grant for the car show and bringing the total income for the financial year to end June 2025 to \$215,559.

Total expenses for the financial year were \$298,106 meaning the Association's net earnings for the year were a loss of \$82,547. This loss is attributed to the expenditure of leftover funds from the previous special rate period which were required to be expended before year end. As a result of this, the association has no current liabilities.

The bank balance at the 30<sup>th</sup> of June 2025 was \$55,132.

Full financials will be circulated with the minutes.

## **President's Report**

Janet Rosenberg

I'd like to begin by mentioning that the Acland St Business Association represents approx. 245 local businesses. Our mission is simple - to market and support business development across the entire

precinct for the benefit of everyone. We do this, through the special rate collected via Council, and we work hard to make sure those funds go right back into benefiting our community.

On the economic front - its been another challenging year. We've seen household discretionary spending continue to drop, with the cost of living pressures still affecting many of our traders.

But, despite that, the Traders Association has worked tirelessly to turn things around - creating reasons for people to visit, shop, dine and enjoy what Acland Precinct has to offer, thus helping to revitalise the area.

Revitalising the strip is only possible when all stakeholders work together.

That's why our relationship with Council is so important. The Traders Association continues to work on maintaining a positive, productive relationship with Council to achieve results. We also have representation on the City of Port Phillip's Business Advisory Group, giving us direct input into matters of concern and budget allocations for local improvements to our area.

We are currently lobbying for an upgrade and beautification of the Acland Plaza – bringing more greenery and colour into the space, just as we successfully lobbied for the lights to be installed in the palm trees down Acland St . They look fantastic don't they ? They have added a little bit of magic to our night-time atmosphere.

Council has now allocated around \$450,000 for the Plaza upgrade project and is finalising the scope and feasibility study. Once complete, traders will have the opportunity to provide input before implementation begins.

We are also continuing to push for way-finding and directional signage to help with parking access and navigation and this remains a key agenda item.

Safety remains another top priority for us. Earlier this year we presented a submission to Ian Gray AMs Safety Roundtable, on behalf of the traders, and we continue to lobby both Council and Police for extra patrols to reduce antisocial behaviours.

And the good news is - our combined efforts with council are paying off. Following on from last years efforts to attract new tenants, the vacancy rate in Acland St has fallen from around 14.8 % last year to around 10.5 %. (according to Fitzroy's Real Estate annual Walk The Strip report) . That's a really encouraging sign that our precinct is bouncing back.

I would like to take a moment to thank Susie, our economic development representative from council, for her tireless support in liaising with the Traders to achieve significant improvements for us. Susie has been very responsive, inclusive and understanding of our traders needs and we really value that partnership.

Now I'd like to outline some of the Associations achievements and events from the past year.

First - our major sponsored events. We have continued our sponsorship of the three major annual events that continually draw crowds and promote our area every year.

The Fathers Day Car show now in its 12<sup>th</sup> year, continues to be one of our biggest drawcards. Even though the weather was most unkind this year, it still attracted more than 35,000 people and

generated huge publicity - over 800,000 social media engagements. Its now on Visit Victoria's events calendar as well as gaining a lot of print media and TV exposure.

We also sponsor the St Kilda Blues festival, (in conjunction with Fitzroy St and Council) which brings around 30,000 people into the area for a weekend of great live Blues music, and of course, the St Patricks Day festival, which welcomes more than 4000 people to the precinct. This has added a colourful weekend of Irish music and entertainment including the community street parade.

Secondly, we will continue sponsoring the St Kilda festival, which allows traders to extend their trading space without having to pay additional permit fees. It is a great opportunity for everyone to boost business, reduce costs and be part of one of Melbourne's most iconic music events.

All of these events bring a wonderful diversity of people into the area, filling our venues and increasing foot traffic – helping our local businesses thrive.

They also reinforce St Kilda's reputation as a live music and cultural precinct, something we can be proud of.

Thirdly, In addition to continuing with our Xmas Tree and Easter celebrations we have also introduced or supported a range of new initiatives to expand our calendar this year.

These include:

- adding a sponsorship for the new Roar Womens festival celebrating women in music and creativity.
- the new Pet Fest in O'Donnell Gardens, a fun winter event which hopes to tap into the ever growing local pet owning market, with dog training demos, pet stalls, and even a butterfly enclosure, aimed at bringing people in the quieter Winter months.
- the upcoming Blessington St music and food festa which is launching in November.
- And we are also supporting a new live music gig guide app, The Live Music locator, promoting gigs and venues around St Kilda and supporting the live music scene here.

Additionally, we continue to support the Arts, sponsoring the Linden Postcard Art show and the Big Sculpture trail that saw Sculptures positioned all down Acland St. This was so successful it was extended from November to after the Grand Prix event in March. This is now anticipated to become a biennial event.

We also continue to revise and assess events (based on feedback) to make sure they deliver value. For eg, the Record & Collectible Market is now being merged into next weeks Scare Kilda Halloween event, combining our efforts with Fitzroy St again, to create a major precinct – wide celebration. Activities include Family Friendly Ghost tours, Acland Courts Halloween Hunt and Luna Parks Luna Dark, which is being promoted thru Visit Victoria's website.

On the digital front, our upgraded website and the "Discover St Kilda" landing page shared with Fitzroy St, continues to drive visitor engagement. The continual events we now run have increased the traffic to the website, in addition to people finding us on Google. We are active on social media too, with over 13000 followers on facebook and nearly 5000 on Instagram, and we make sure all traders are included in our promotions.

Our social media campaigns are very effective, they are low cost and generate good returns, as well as driving visitation to the precinct. This includes events such as Acland's Sweet Side, which promotes our iconic Cake and ice-cream shops and the competitions highlighting our health, beauty and retail sectors.

We continue to distribute our free St Kilda postcards, great advertising for St Kilda and as collectibles; these designs are now available on Red Bubble as T-shirts, plates, posters and more.

Finally we have just recently completed a new St Kilda Map in partnership with Fitzroy St Business Association, to showcase our whole area. It is a colourful A3 easy to use, tear off map that will be placed in hotels and other key visitor spots to guide people to places of interest, and local attractions all over our precinct. (including our main retail and hospitality strips).

We will also continue to apply for grants to help increase our operational budget and fund more initiatives.

So, as you can see, it has been a very active and productive year for our Association.

None of this would be possible, without the hard work of our marketing coordinator Alli Price. Alli brings these events to life, implementing all the decisions the committee makes; she runs events, keeps our database updated, writes newsletters and makes sure everyone is informed and included. She is incredibly efficient and organised. She really does a marvellous job keeping everything on track. Thankyou Alli, , we really appreciate everything you do.

And, of course, I'd like to thank our committee - for their commitment, creativity and the time they volunteer to make our precinct better for everyone. A special thankyou to Lorry for keeping his eye on street cleanliness and a very special thankyou to David , our treasurer, for his diligent management of our finances and for allowing us to meet at the RSL - which is a great space for us to come together in.

Together we've achieved a lot this year – and I'm confident with your continued support, Acland precinct will keep growing as one of Melbourne's most vibrant and welcoming destinations.

So thankyou all for listening that's the end of my report at last, the full report will be in the minutes.

If anyone has ideas for activations or business development please contact any committee members anytime, or, if anyone has any questions etc please feel free to discuss with us after the meeting.