

Scout About
THE SOUTH MELBOURNE
STREET FAIR

Sun 19 Feb 2012

Event Report

Sharon Davis
Flying Colours Events



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Event Aims – Achieved ✓

1. Promote ongoing repeat relationships between South Melbourne businesses and individuals and businesses in local and surrounding areas. ✓
2. Promote the South Melbourne Business Association, and invigorate involvement with Active members and Non active members. ✓
3. Create a platform for further growth in The South Melbourne Street Fair as a growing annual event. ✓

as stated in Flying Colours Events proposal August 2011

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Event Strategy ✓

This first year of the Event was designed to

1. Enhance South Melbourne's strategic goals ✓
2. Promote the unique flavors of the area ✓
3. Be a commercial success on the day ✓
4. Maximise long term business impact ✓
5. Maximise participation of local business and develop the event within the scale supported by that participation ✓

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Event Outcomes – Year 1

Public Attendance	Approx 25,000.
Activating Local Business	80 participating organisations. Almost exclusively local participation. 18% of SMBA membership participated.
Economic Benefit	Estimated \$1-2m additional sales on the day. Businesses reporting 30% to 600% increases. Both sale and premium priced items. Including non-participants! Ongoing increased trade to be determined
Awareness	The event generated approx \$500,000 worth of Public Relations value for South Melbourne. (Greta Donaldson Publicity)
Inclusiveness	Involved a broad range of Retail, Hospitality, Services and Community.
Goodwill	Positive feedback from public, participants, non-participants, council, police and sponsors.

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Other Event Program Successes		
QR Code program	479 visitors signed up to 44 organisations	✓
Special Offer Cards	Participating businesses got 250 free cards, free artwork, free delivery to encourage repeat customers	✓
In-Store Events / Workshops	Taking the public through the precinct and providing pre-event publicity – over 35 participating businesses	✓
Arts In the Window	Extend to two weeks prior to the event. Over 150 voted in People's choice	✓
Free Business Training	120 participating businesses. State Gov't Sponsored 1. Food workshop – Festival Catering Concepts 2. Retailers workshop 3. Visual Merchandising Workshop 4. Social Media Workshop 5. Food workshop – Menus and waste wise packaging 6. Stallholders Workshop	✓

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Next event...

Continue to:

- Keep it inclusive and available for all SMBA members
- Grow in line with SMBA member participation
- Theme event to enhance the South Melbourne brand
- Work towards financial sustainability.

Start early to maximise value:

- Flying Colours Events to put proposal for approval to March/April SMBA Committee meeting



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Suggestions received

- Start planning earlier
- Complete list of SMBA members
- Sponsorship
- More food
- More kids activities
- More roving performers
- Earlier set up/start time if possible (close street midnight prior?)
- Expand Festival area

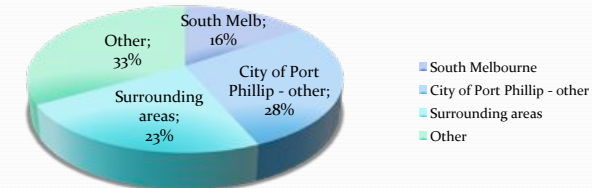
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Appendices

Visitors by postcode:

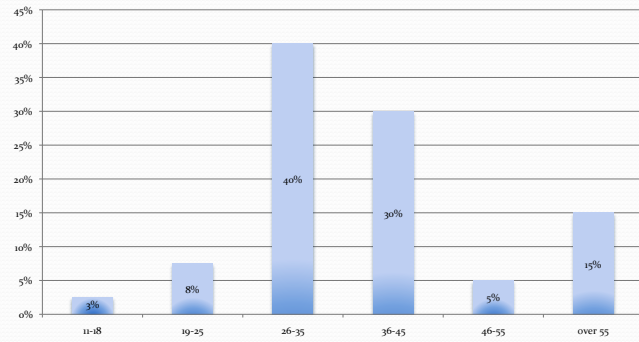


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Visitors by age:



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Greta Donaldson Publicity:

TELEVISION:

Feb 16, 2012 Network 10 News
– Weather Cross (Metro/Regional VIC)
Feb 16, 2012 Channel 31
– Living Melbourne (VIC)
Feb 18, 2012 Channel 31
– Living Melbourne (VIC)
Feb 18, 2012 City's Big Break (VIC)
Feb 19, 2012 Weekend Today Show
– Emma Freedman (NAT)

RADIO:

Feb 15, 2012 MTR Steve Vizard
– Interview Harold Mitchell
Feb 16, 2012 Joy FM – Interview w/ Sam Tressie
Feb 17, 2012 SYN – Breakfast mention 23.30 secs
Feb 17, 2012 3CR – Breakfast mention 1 minute
Feb 18, 2012 Gold FM
– What's On Weekends Brig & Lehmo 4x ment

BLOGS:

Jan 25, 2012 Girl With A Satchel
*Feb 3, 2012 Style Melbourne
Feb 17, 2012 Shortlist
Feb 21, 2012 The Misadventures of Miss C
Feb 21, 2012 Chez Dre
Feb 23, 2012 The Pardi Pardi

INTERNET:

Jan 20, 2012 www.littlemelbourne.com.au event listing
Jan 23, 2012 www.au.timeout.com listing
Jan 27, 2012 www.comf-recruit.com article
Jan 29, 2012 www.onlymelbourne.com.au article
Feb, 2012 www.aroundyou.com.au listing
Feb, 2012 www.festival.slf.org.au listing
Feb, 2012 www.c3y.org.au listing
Feb, 2012 www.3008docklands.com.au
Feb 4, 2012 www.au.timeout.com listing
Feb 6, 2012 www.melbourneweeklyportphillip.com.au article
Feb 8, 2012 www.everguide.com.au listing
Feb 8, 2012 www.onyamagazine.com article
Feb 8, 2012 www.theshine.com.au article
Feb 8, 2012 www.theweekyreview.com.au
Feb 15, 2012 www.everguide.com.au listing
Feb 15, 2012 www.heraldsun.com.au listing
Feb 20, 2012 www.onyamagazine.com listing
Feb 20, 2012 www.heraldsun.com.au article
Feb 20, 2012 www.theweekyreview.com.au article

FACEBOOK:

Jan 30, 2012 www.facebook.com/scoutaboutfair perfume clipping
Jan 30, 2012 www.facebook.com/scoutaboutfair portable houses
Feb, 2012 www.facebook.com/c3melbourne
Feb 16, 2012 www.facebook.com/gretadonaldsonpublicity
Feb 18, 2012 www.facebook.com/matthewongarello

TWITTER:

Jan 12, 2012 www.twitter.com/onlymelbourne mention -link
Feb 19, 2012 www.twitter.com/gdpublicity mention -photo

MAGAZINES: (VIC)

Feb, 2012 3008 Docklands
Feb, 2012 City of Port Phillip – Diversity

NEWSPAPERS: (VIC)

Feb 4, 2012 The Weekly Review
Feb 6, 2012 Melbourne Weekly Port Phillip
Feb 8, 2012 Melbourne Observer
Feb 12, 2012 The Age M Magazine article
Feb 14, 2012 Port Phillip Leader
*Feb 15, 2012 The Weekly Times
Feb 15, 2012 Melbourne Weekly Port Phillip
Feb 17, 2012 The Age EG Liftout
Feb 17, 2012 mX mention
Feb 18, 2012 Herald Sun – Weekend Liftout, Livelist
Feb 18, 2012 Herald Sun – Confidential
Feb 18, 2012 The Saturday Age – Life & Style
Feb 19, 2012 The Sunday Age
Feb 19, 2012 Sunday Herald Sun
Feb 20, 2012 Herald Sun – Confidential
Feb 22, 2012 Melbourne Observer – Confidential
Feb 22, 2012 Melbourne Observer – Whiparound

Estimated publicity value generated by The Festival; \$500 000

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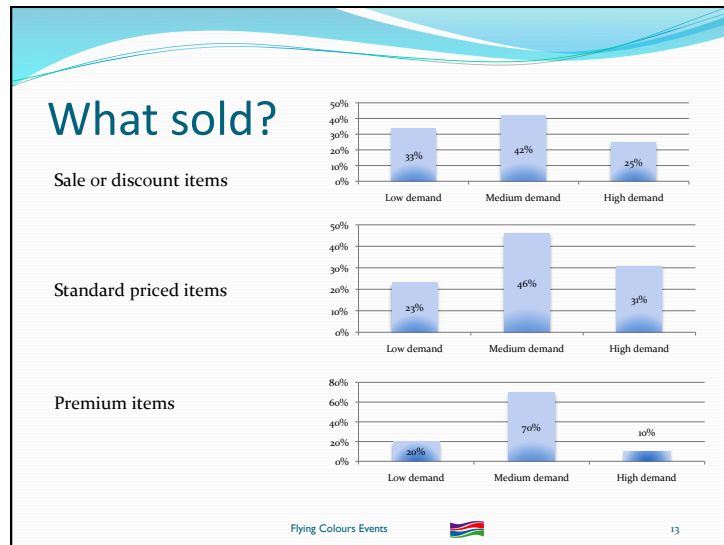
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Feedback from traders p1

I want to say thank you to you all and express our gratitude for the HUGE effort you clearly put in to getting Scout About up and running in 2012. I appreciate that a lot more goes on behind the scenes than what we as the "traders" see, so please know that all you did was appreciated.

Everything from the workshops leading up to the day through the set up on the day to the pack up at the end was professional and relatively seamless from what we experienced.

The festival was a huge success for us, clients and visitors that stopped by on the day were having a great time and our staff had fun on the stall too; they're already talking about what we can do to be bigger and better next year. So many people responded in surprise when they heard it was the first time Scout About had been held. We ended up with enquiries for office space, blocks of flats and even an Owners Corporation query so despite having no expectation of business there were some leads but best of all we felt part of the South Melbourne community and we were very proud.

Please pass on our thanks to your teams of people that helped pull it all together, you should all be very pleased with yourselves.

Thank you,

Pernille Cavanough
Dixon Kestles & Co Pty Ltd

Thanks for such a great festival - it was a full on manic day - and a perfect branding opportunity.

Thanks for all your hard work - please also thank the team

Libby Williamson
The Party room for Kids

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Feedback from traders p2

- Hi Sharon,
Thanks - wow there was A LOT of people - Amazing!
Thanks for all your hard work,
Kristie
- House of Snowball
- Hi Sharon and Greta,

Just wanted to say thank you for the opportunity to be a part of the festival and also for the amazing performance opportunities that have gone with it!

I've had so much positive feedback from the current members of the Glee Club and also lots of new interest thanks to the Scout About website and the performances.

Again, thank you so much and hope we can do it all again next year!

- Vicky Jacobs
- Glee Club

- I think the organisation was spot on. The fair was busy but still had a unique community feel to it.
- Have to admit I was very sceptical prior to the fair but I honestly believe it was a huge success and while our sales weren't effected much by the influx of people the good will generated on the day was something we would not be able to achieve on our own.
- You guys deserve a big pat on the back for a job well done.
- (no name supplied)
- The street fair was marketed and promoted well and appeared to work well for retailers and bring people to South Melbourne.
- Keryn
- Wealth Enhancers
- The festival...which was in every way excellent. Huge sales, excellent exposure, and having the kids area down Union St was received incredibly well. We had nothing but positive feedback from customers, some saying it was the best street festival they've been to...pretty great... But all and all...hugely successful...I have HUGE plans for the next one!!
- Carolyn Mee
Freestyle Espresso

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Feedback from traders p3

- Dear Sharon,
- Just a quick note to thank you and Rosa and everybody else who worked tirelessly to make the Street Fair a huge success. It was a pleasure dealing with all of you - always so helpful and patient and with such a positive attitude.
- It is by far the most successful, promotional event that our precinct has ever had in the eight years that I have had my Gallery, and I was proud to be a trader in Coventry Street and to be associated with this event. As most of the people said, who came through my Gallery on the Sunday, we hope that this will become an annual event to pencil in on the calendar and look forward to each year.
- Best wishes
- Allana Reid
- Afrikana Gallery
- G'day Sharon.
- Thanks again for putting on such a great day. The fair will do a lot to raise the profile of the area for local businesses and I'm sure (apart from the odd grump) it will be something that residents also look forward to.
- We would of course like to be involved in the future should the SMBA decide to go ahead with another. We have also started to consider how we might improve both our marketing assistance and presence in the future.
- Thanks again,
- Nick Yates
- Central Equity

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Feedback from traders p4

- Well done and congratulations on a huge event last weekend I think that the success storey was amazing and thanks to you all for getting it together and making it the success that it was. Hope you are now planning for the next one. Well done Sam and Co tremendous result.
- John C M Pratt
Dixon Kestles & Co Pty Ltd
- Hi Sharon,
- Congratulations on a fantastic job with the South Melbourne Street Fair! It was definitely great to see the community come together and I am certain that more businesses will jump on board next year after seeing the success from the first one. Thank you for the opportunity and hopefully I can be a part of it again in 2013.
- Kind Regards,
Janis Murillo
- We had an awesome day and would LOVE to attend next year if you can book us in :) THANK YOU for letting Father Bob and Myself be a part of the first Scout About Festival - We had a blast :)!!!!!!)
- Kind Regards
- Josh Willkins
Social Enterprise Manager
Father Bob and Reign Water
- Congratulation to you Sharon and the team at Flying Colours Events
- You professionalism showed with every aspect of the organisation to all the minor details
- You did an amazing job. Look forward to working with you again in the near future
- Leno Latturo
- Simply Spanish

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Feedback mechanisms

- Visitor surveys on the day
- Counting visitor entry at Cecil/Coventry & Clarendon/Coventry 15min on the hr, each hr
- Trader survey post event (both participating and non participating)
- QR code data
- Arts in the Window peoples choice data

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