



HELP SHAPE THE FUTURE OF THE ST KILDA FESTIVAL

Engagement Summary Report

March 2026





Acknowledgement of Country

Wominjeka. Council respectfully acknowledges the Traditional Owners and Custodians of the Kulin Nation. We acknowledge their legacy and spiritual connection to the land and waterways across the City of Port Phillip and pay our heartfelt respect to their Elders, past, present, and emerging.

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Introduction

Project background

The St Kilda Festival is a major cultural event organised by the City of Port Phillip. The 2026 Festival has just ran over two key dates: 14 February (First Peoples First) and 15 February (Big Festival Sunday). The budget for the event in 2026 was reduced by \$450,000 requiring operational changes such as shorter hours, fewer stages and removal of VIP areas.

In line with these changes to festival programming, we are looking to understand community sentiment for the event. This will be the first time we are seeking feedback broadly on the festival in almost 10 years.

What we set out to achieve

The purpose of this engagement project was to find out residents' views of the St Kilda Festival in its current format, with a focus on:

- scale of the event
- what is part of the festival's program
- resident experience
- inclusion and accessibility enhancements
- opportunities to collaborate with local businesses.

Feedback will inform future decisions including budget, format and inclusions, programming, communications and accessibility.

About this report

This engagement report only details the approach and outcomes for the resident focused consultation run via our Have Your Say engagement platform from Thursday 22 January to Sunday 22 February 2026.

Before reading this report

The following should be considered in reading this report:

- The findings are based on qualitative feedback from people who chose to take part. This means the views shared are not statistically representative of the whole community and may only reflect a portion of local voices.
- While we aim to include diverse perspectives, some community members may have faced barriers to participation, including people with disability, multicultural communities, older people, and Aboriginal and Torres Strait Islander people.
- Participants refers to everyone involved in the engagement; respondents refers to those who answered a specific question or activity.
- The report summarises what we heard. Feedback has not been independently verified, so some comments may be incorrect, unachievable or outside the project scope. Not all individual comments are shown; themes, quotes and numbers are used to reflect the range of views.
- The report covers Council led engagement activities only and does not include community run or third party events, surveys or petitions.
- Where required, figures like percentages have been rounded to one decimal place. This may result in minor rounding differences.
- This report was developed through a combination of human analysis and artificial intelligence (AI). Human analysts conducted the primary data analysis. AI tools were used to process and analyse large datasets, identify trends, and generate some preliminary findings. Any AI-generated findings were subsequently reviewed, validated, and interpreted by human analysts with expertise in the subject matter. The final conclusions and interpretations presented in this report represent the considered judgment of these human analysts, even where AI contributed to the data processing.

What we did

Between Thursday 22 January and Sunday 22 February 2026, we delivered a range of communications activities to let residents know about the St Kilda Festival review. We collected feedback through a mix of engagement activities.

Communications activities

To increase awareness of the engagement process, we did the following:



Letters to residents
X 14,536

Letters were distributed to every home within the 3182 postcode, explaining the engagement process and inviting people to provide feedback.



Festival Program
x 58,132

A link to the engagement Have Your Say webpage was included on the back of all St Kilda Festival programs distributed to every household in the municipality.



'Have your say' website

Council's dedicated engagement webpage, 'Have your say' included a page for this project, with information on the process, a timeline, contact details, and opportunities to engage.



Engagement activities

To collect feedback from community members we did the following:



Survey
x107

This survey collected demographic details about participants, and asked for community feedback on:

- scale of the event
- what is part of the festival's program
- resident experience
- inclusion and accessibility enhancements
- opportunities to collaborate with local businesses.



Upload
x1

In addition to the online survey, 'Have Your Say' visitors had the option to upload feedback in the form of a document or image.



Who we heard from

Demographics

Through our surveys, we asked questions about participants' demographic details. All 107 participants shared at least some of their demographic information with us. The following section explores those demographics.

RELATIONSHIP TO THE AREA

The majority (105 or 98.1%) of respondents said that they live in the area.

One respondent commented they ran a business in the area and one said none of the options applied to them. No respondents said that they were a member of a community organisation.

The way respondents answered the question about their relationship to the area changed whether we asked them:

- where they lived
- where their business or community organisation was located

For those that commented where they lived, 96 respondents (91.4%) said they lived in St Kilda. The one respondent who identified that they owned a business in the area also said they traded in St Kilda.

For the remainder, two or less responses came from people who lived in Balaclava, Elwood, Melbourne, Middle Park, Ripponlea, St Kilda East, St Kilda West and Windsor. 1 response came from someone who did not live in the City of Port Phillip.

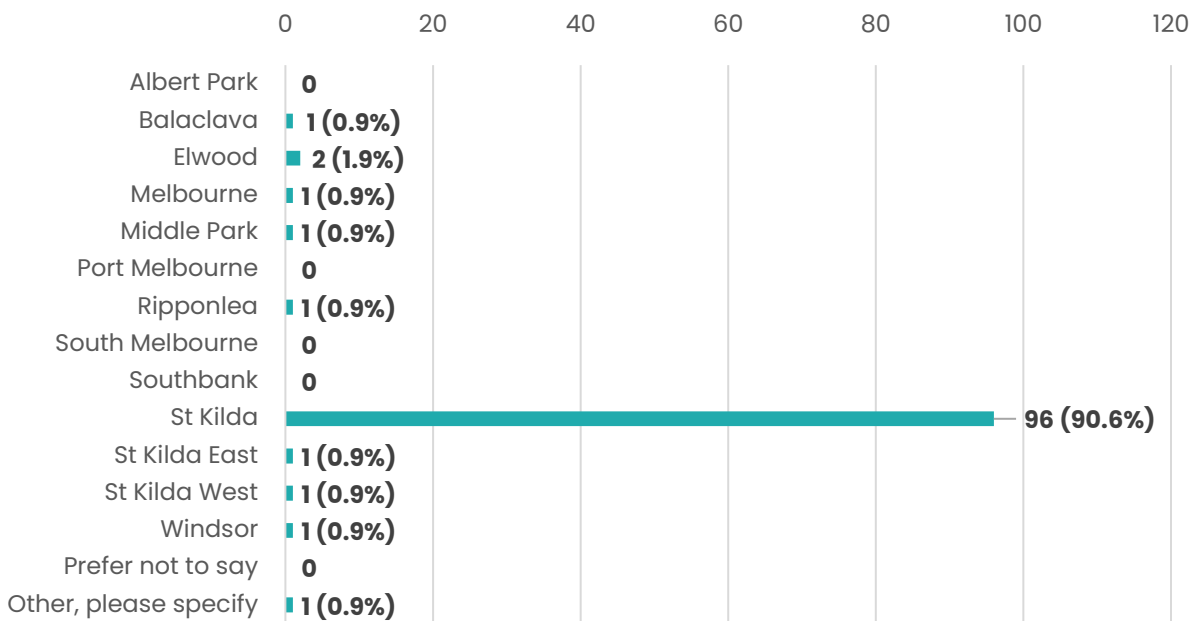


Figure 1: Number of respondents by suburb (n=106)

ATTENDANCE OF THE FESTIVAL

37 respondents said they had attended the festival eight or more times (34.6%). This was the highest represented category. This was followed by respondents who said they had been three or four times (26 participants or 24.3%) and respondents who said they had been five to seven times (24 participants or 22.4%).

Five respondents said they had never been to the festival.

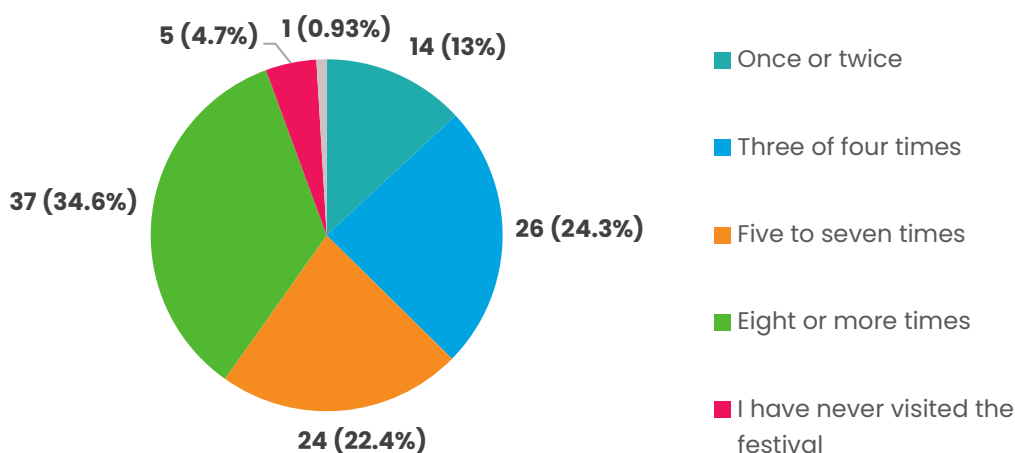


Figure 2: Number of respondents based on how many times they had attended the festival. (n=107)

GENDER

The gender participation was quite even between people who identified as male and female (51 respondents or 47.7% and 48 respondents or 44.9% respectively). One respondent identified as non-binary and two said they used a different term. Five respondents said they would prefer not to say.

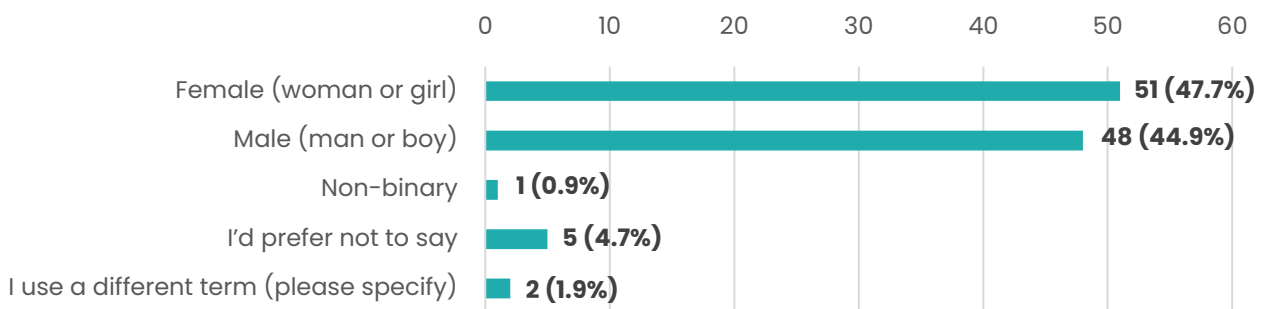


Figure 3: Number of respondents by gender (n=107)

AGE GROUP

Respondents aged 35-49 were the highest represented cohort (33 respondents or 30.8%). This was followed by respondents aged 50-59 and respondents aged 60-69.

No respondents said they were under the age of 18 or over the age of 84. 11 respondents preferred not to provide us with their age group (10.3%).

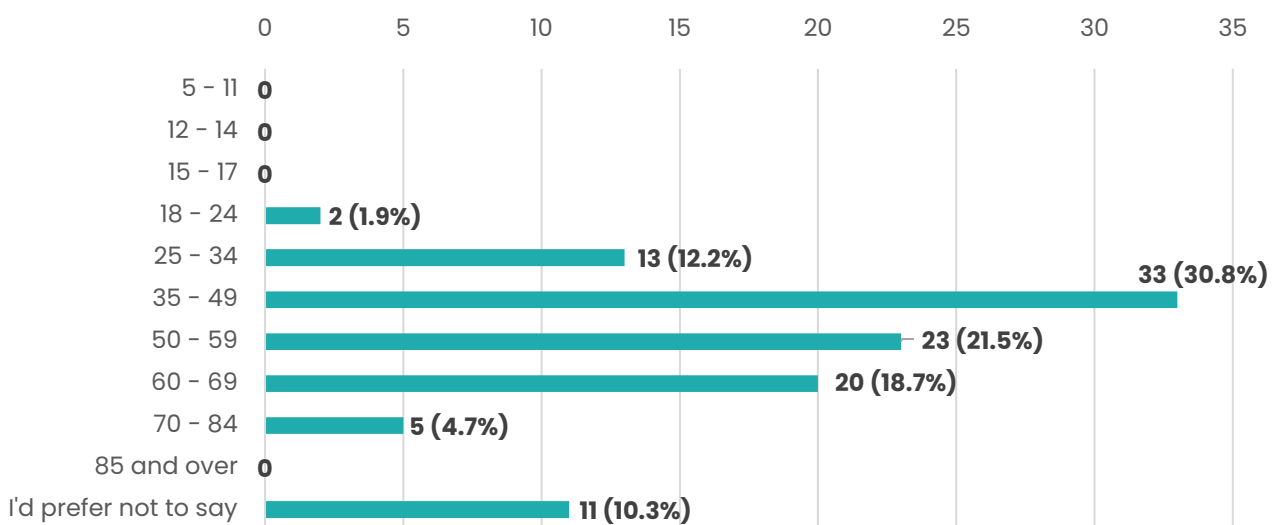


Figure 4: Number of respondents by age (n=107)

DIVERSITY AND INCLUSION

We asked people if they identified with any of the following statements. The statements included:

- 'I identify as LGBTIQA+' (16 responses or 15%).
- 'I am a person with disability' (11 responses or 10.3%).
- 'I speak a language other than English at home' (9 responses or 8.4%).
- 'I am from an Aboriginal and/or Torres Strait Islander background' (Two responses or 1.9%).

68 responded with none of the above (63.6%) and nine said they prefer not to say (8.4%).

PREVIOUS PARTICIPATION

To help us understand if we were engaging with new community members, we asked participants had provided feedback on any other Council projects in the past 12 months.

In total, 27.1% of participants said they had provided feedback to Council in the past 12 months. 54.2% of participants said they had not and 18.7% were unsure.

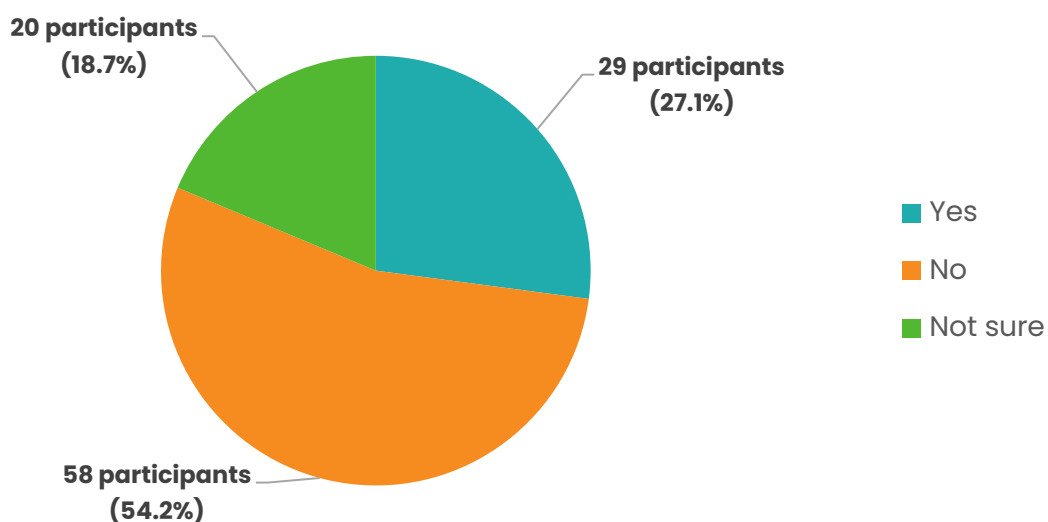


Figure 5: Number of respondents who selected whether they had provided feedback to the City of Port Phillip in the last 12 months. (n=107)



What we heard

Overall festival benefit

All 106 respondents who completed the survey were asked to select from a list of potential benefits to the festival from a set of options. Respondents could select as many options as they would like. If community members wanted to write in their own option, they were able to select “other”

Most participants (79 respondents or 74.5%) said the benefit of the St Kilda Festival was that it promoted live music with 67 (63.2%) respondents (saying that it supports arts.

The other top options that were selected included:

- It improves the local economy (55 respondents or 51.9%)
- It improves tourism within St Kilda and the City of Port Phillip (52 respondents or 49%)
- It contributes to a sense of community (51 respondents or 48.1%)
- It makes me proud of my local area (49 respondents or 46.2%)

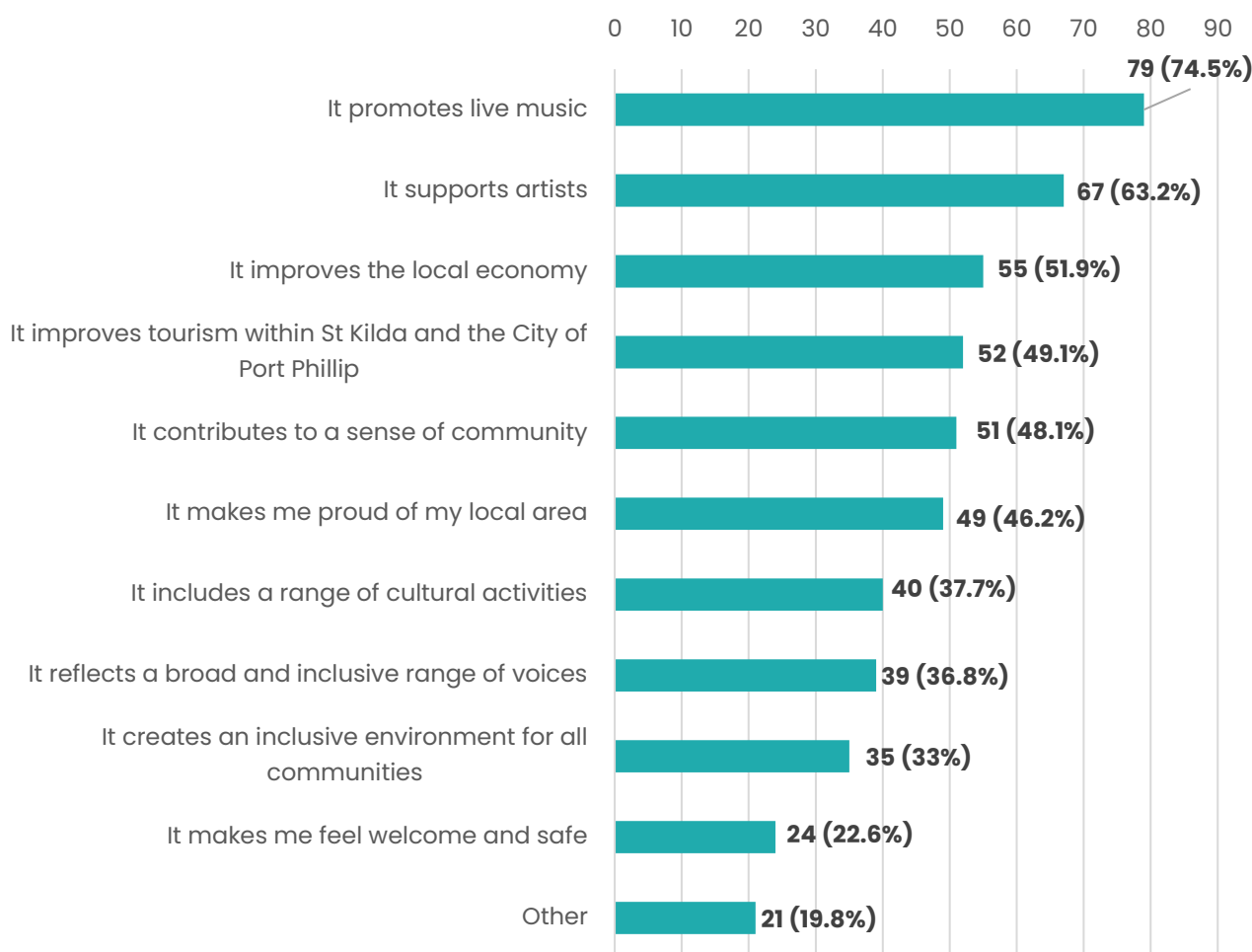


Figure 6: Responses to the engagement question “What do you think are the benefits of the St Kilda Festival? Select all that apply.” broken down by number of respondents (n=106)

21 respondents selected “other” and chose to fill in their own option. These options were themed and grouped. These options could align with more than one theme.

The following themes were discussed by four or more respondents:

Theme	Number of Respondents	Example
No perceived benefit: The respondents did not believe the festival offers benefits or that any listed benefits apply.	8 respondents (7.5%)	<ul style="list-style-type: none"> “I am not sure what the benefits are.” “There are none” “Provides no benefits to the ratepayers”

<p>Concerns over ratepayer value: The respondents expressed concerns about cost to residents/ratepayers and value for money.</p>	<p>5 respondents (4.7%)</p>	<ul style="list-style-type: none"> • <i>“It’s a waste of rate payers money. Spend it on our homeless.”</i> • <i>“It’s a drain of residential money that should be better spent on worthwhile projects like improved sporting and park facilities and better rubbish collection”</i>
<p>Crowding, Noise and Access: The respondents discussed impacts related to scale, congestion, noise or reduced access to public spaces.</p>	<p>5 respondents (4.7%)</p>	<ul style="list-style-type: none"> • <i>“As a resident, it causes traffic issues, it brings noisy and often disrespectful visitors to our suburb and it is very costly to rate payers.”</i>
<p>Resident impact: community, safety and disruption: The respondents discussed negative effects on local community cohesion, residents’ everyday life or sense of safety.</p>	<p>4 respondents (3.8%)</p>	<ul style="list-style-type: none"> • <i>“I disagree with most of the other choices above. It destroys a sense of local community, it does not make me feel safe”</i>
<p>Positive, fun and enjoyment: The respondent discussed their enjoyment of the festival or its value generally.</p>	<p>4 respondents (3.8%)</p>	<ul style="list-style-type: none"> • <i>“Its just FUN”</i> • <i>“When I travel to global cities many have festivals and cultural events. this is probably the best in Melbourne”</i>



Elements of the festival

Respondents were able to select to respond to the following categories to provide feedback on the elements of the festival that were most impactful to them. From the 106 survey respondents:

- 68 respondents selected “festival size and format” (64.2%)
- 61 respondents selected “festival program” (57.6%)
- 80 respondents selected “resident experience” (75.5%)
- 14 respondents selected “experience of local businesses and community organisations” (13.2%)

The categories below would appear based on their selection.

FESTIVAL SIZE AND FORMAT

The 68 respondents who selected “festival size and format” were asked two questions to help us understand their expectations for the festival’s scale and operating hours.

When asked whether the size of the festival should change moving forward, half of the respondents said they like the current layout. 21 respondents said they would like the festival to be smaller and more compact (30.9%). Nine participants said they would like the festival to be bigger and more spread out (13.2%).

Four participants selected “other” and chose to fill in their own option (5.9%). Two respondents suggested to have the festival cease altogether. One suggested to reduce the scale in St Kilda and have the festivities spread across the municipality. Another suggested to have the amplified music only on the foreshore.

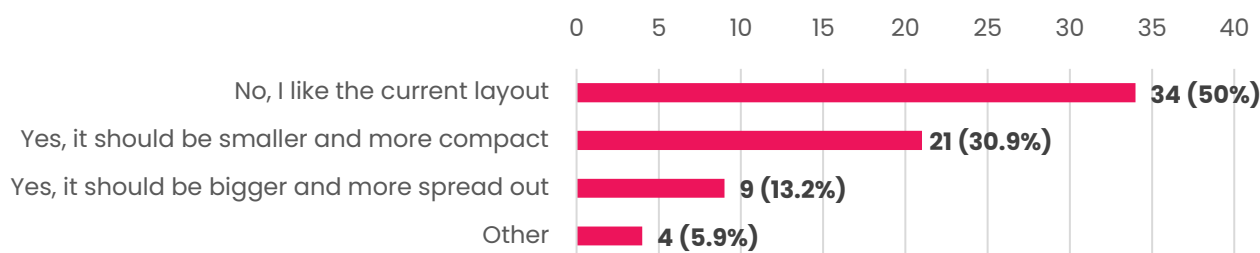


Figure 7: Responses to the engagement question “Do you think the size of the St Kilda Festival should change moving forward?” broken down by number of respondents. (n=68)

We also wanted to understand community expectation for the length of the festival. While operating hours were reduced in 2026, the St Kilda Festival has historically run from 10am to 10pm.

Just over half of the respondents (37 or 54.4%) said they think the 10am to 10pm schedule should remain moving forward.

For those that suggested change:

- Nine respondents thought the festival should start later and finish earlier (13.2%).
- Seven respondents thought it should start earlier and finish later (10.3%).
- Five respondents thought it should start later and finish later (7.4%).
- Four respondents thought it should start earlier and finish earlier (5.9%).
- Two respondents suggested it should have the same start time and finish earlier via the “other” option (2.9%). One respondent suggested the opposite, saying it should start later and finish at the same time (1.5%).
- One respondent suggested it should have the same start time and finish later via the “other” option (1.5%).

From the remaining “other” options there was one suggestion to have the times change day to day so the Sunday doesn’t have the same late finish as the Saturday. Another respondent suggested the festival should cease entirely.

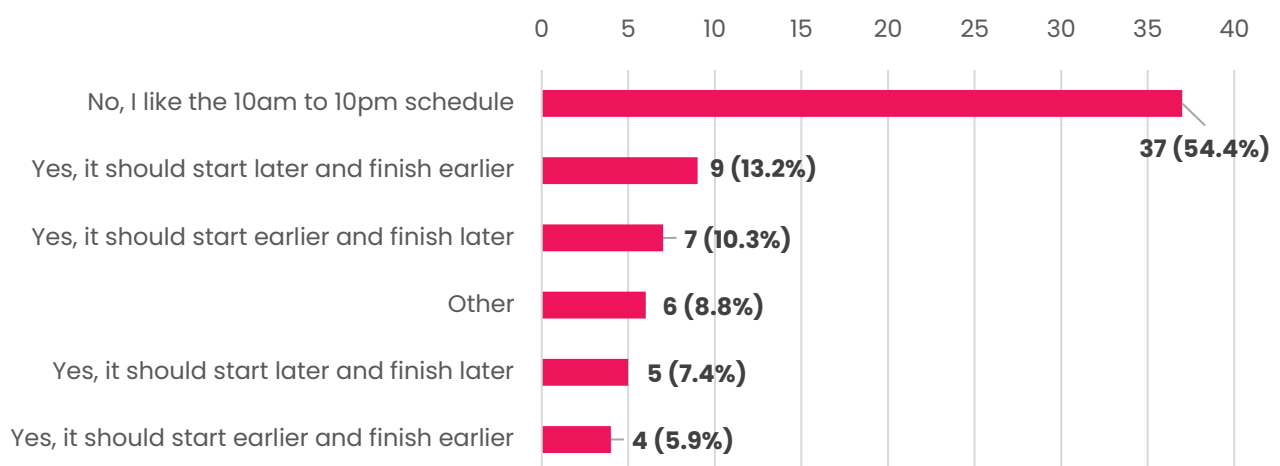


Figure 8: Responses to the engagement question “Do you think the operating hours of the St Kilda Festival should change moving forward?” broken down by number of respondents. (n=68)

FESTIVAL PROGRAM

The St Kilda Festival is well known for its emphasis on live music. We wanted to understand whether there was other artforms that could be added to the festival’s program.

The 61 respondents who selected “festival program” were asked to select up to three artforms that could be included.

Many respondents (29 or 47.5%) wanted us to maintain the focus on live music focus. This was followed by 26 respondents (42.6%) who wanted us to incorporate roving performances like circus acts or cabaret.

The remaining options were counted as follows:

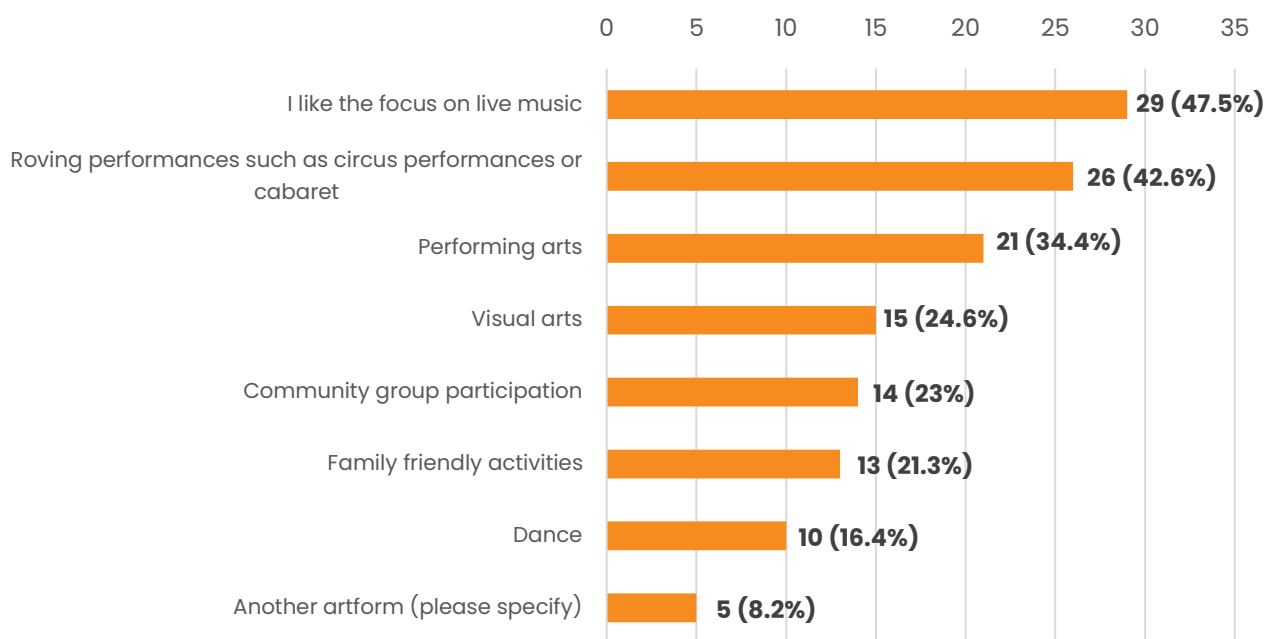


Figure 9: Responses to the engagement question “What other artforms would you like to see at the St Kilda Festival?” broken down by number of respondents. (n=61)

From the “other” category, one respondent suggesting adding a sport and recreation component. Another wanted to see a wellness focus.

The remainder did not provide a new suggestion but instead commented on the existing program. One community member asked for more diverse music options besides rock and pop, one liked the inclusion of roving performances this year and one asked for the program to reduce.

RESIDENT EXPERIENCE

A key element of this engagement was understanding resident perspectives of the festival and how we could make it more inviting for them.

The 80 respondents who selected “resident experience” were asked to select up to three ways we could make the festival a more enjoyable event for them to attend.

Two options that were selected by many of our participants were:

- clearer signage to help navigate the area (30 respondents or 37.5%)
- quiet zones in areas surrounding the festival (29 respondents or 36.3%)

The remaining options were as follows:



Figure 10: Responses to the engagement question “What would make the festival a more enjoyable event for you to attend?” broken down by number of respondents. (n=80)

Most participants (33 or 41.3%) selected “other” and chose to fill in their own option. These options were themed and grouped. The following themes were discussed by three or more respondents:

Theme	Number of Respondents	Example
<p>Opposition or not interested: Respondents said they want the event cancelled, reduced, or said it doesn’t suit their interests.</p>	<p>6 respondents (7.5%)</p>	<ul style="list-style-type: none"> • “Smaller or no festival at all would suit me fine.” • “It’s for young people - not something I am interested in attending anymore.”
<p>Resident access and amenity: The respondents wanted us to protect locals’ ability to live and move normally during the event.</p>	<p>5 respondents (6.2%)</p>	<ul style="list-style-type: none"> • “Better communication about road closures. I only found out after looking it up online.” • “More parking restrictions so residents can come and go from their own houses without a traffic and parking nightmare.”
<p>Programming diversity and inclusivity: The respondents requested us to broaden and balance the program so it appeals to a wider audience and feels more inclusive of different tastes and ages.</p>	<p>3 respondents (3.8%)</p>	<ul style="list-style-type: none"> • “Greater diversity of live music programming. When we first started attending the Festival in 1987, there were classical musical concerts at Linden and in Christ Church” • “Artists that are actually popular”
<p>Food, beverage and local business participation: The respondents wanted us to improve the quality, variety and placement of food and drink options, with a stronger</p>	<p>3 respondents (3.8%)</p>	<ul style="list-style-type: none"> • “More high quality food and drink” • “Focus on Fitzroy street, encourage pop up bars, demonstrate that Fitzroy street can be a desirable destination again.”

<p>participation from St Kilda businesses.</p>		
<p>Happy as is or no change required: The respondent was okay with the festival as it is.</p>	<p>3 respondents (3.8%)</p>	<ul style="list-style-type: none"> • <i>"Its positive not negative, why cant I as a resident provide positive feedback?"</i> • <i>"OK as is."</i>
<p>Local focus: The respondents wanted us to shift the focus on the festival to be a smaller event with a more local community focus.</p>	<p>3 respondents (3.8%)</p>	<ul style="list-style-type: none"> • <i>"Deeper connection with the community. Currently the festival feels more like an overlay ON the community"</i> • <i>"Don't focus on attracting big crowds. Make it a festival BY locals FOR locals."</i>
<p>Activating St Kilda and spreading benefits across precinct: The respondents wanted us to use the festival to positively activate key areas and balance attention across the precinct.</p>	<p>3 respondents (3.8%)</p>	<ul style="list-style-type: none"> • <i>"It would be great to have more co ordinated live music playing in front of restaurants where there is plenty of seating. Also have music playing in parkland where people can sit on the grass or even bring festival chairs. Use Albert Park in Fitzroy Street to spread the reach of the festival and help the restaurants at that end of the street."</i>

EXPERIENCE OF LOCAL BUSINESSES AND COMMUNITY ORGANISATIONS

As part of this consultation, we also wanted to understand ways we work with local businesses and community organisations during the festival.

14 respondents selected “experience of local businesses and community organisations” and responded to this question. These were themed and grouped.

These respondents touched on a variety of topics in their responses. No more than two comments shared a theme.

These themes included:

- prioritising St Kilda traders in festival trading opportunities **(two respondents)**
- keeping spaces safe and welcoming **(two respondents)**
- overall poor impact on traders **(two respondents)**
- overall positive impacts of the festival **(two respondents)**
- providing better engagement and support channels for businesses and community organisations during the festival **(two respondents)**
- reducing or removing Council costs that impact trading during the festival **(one respondent)**
- enabling local community groups to raise funds and increase participation **(one respondent)**
- placing artists and micro-stages across key streets **(one respondent)**
- balancing of vendors and program elements to reflect the festival’s local context **(one respondent)**
- using festival marketing to deliberately send patrons to local businesses **(one respondent)**

Other comments on the festival

73 respondents who completed the survey also provided additional comments on how we can improve the St Kilda Festival moving forward.

These comments were themed and grouped. Please note, comments could align with more than one theme.

The following themes were discussed by five or more respondents:

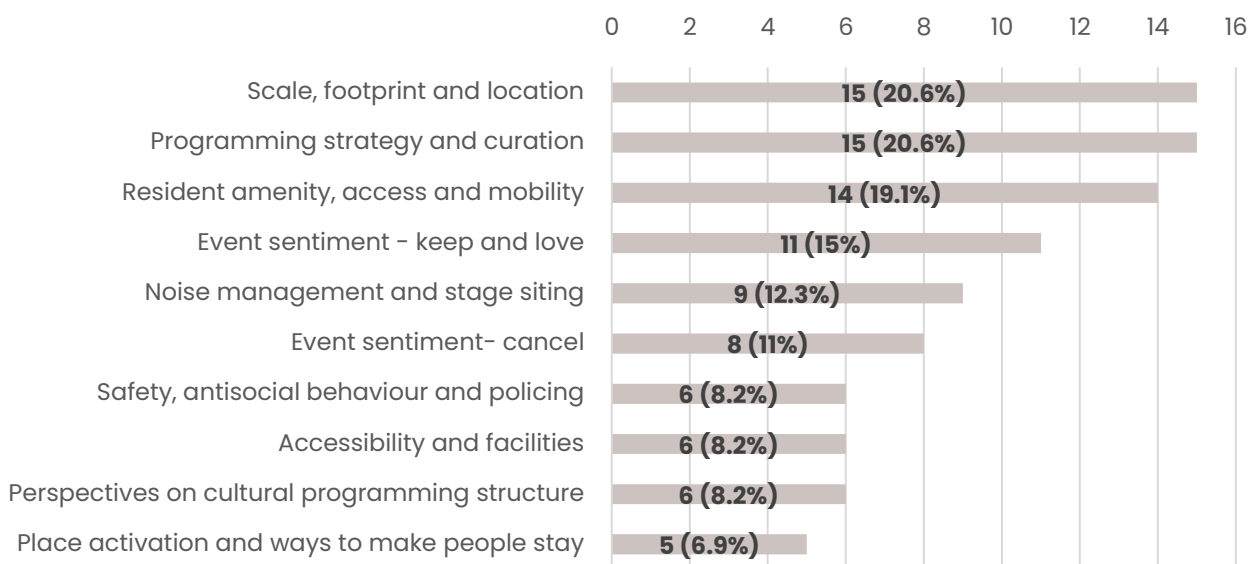


Figure 11: Top themes in response to the engagement question “Do you have any other comments about how we can improve the St Kilda Festival moving forward?” (n=73)

An explanation of the themes and some examples are available below:

Theme	Example
<p>Scale, footprint and location:</p> <p>Respondents expressed views on how big the festival should be and where it should occur.</p>	<ul style="list-style-type: none"> • <i>“Revert to smaller & more local community focus”</i> • <i>“Reduce the size, make it only a local event. Do not include huge bands which then encourage a huge number of people to attend.”</i> • <i>“Please remember that Shakespeare Grove is residential above the retail so although O'Donnell's Gardens is fab, having activities right underneath the Shakespeare Building is intrusive. It would be better if</i>

	<p><i>you move any activities further along Shakespeare Grove from the Chaucer St corner more towards Acland St."</i></p>
<p>Programming strategy and curation: Respondents expressed views on what's programmed (who, what genres, and for whom).</p>	<ul style="list-style-type: none"> • <i>"Include world music acts"</i> • <i>"Would like to see more headline artists that we recognize (appreciate that smaller artists need their opportunity but we often don't attend the festival as we don't know any of the artists)"</i>
<p>Resident amenity, access and mobility: Respondents commented on how Council can ensure locals can live, move and rest normally during the festival.</p>	<ul style="list-style-type: none"> • <i>"Send out road closure information to residents. I used to receive this each year, but this year there was nothing provided"</i> • <i>"I think it's awful last year when this was on the music on the whole area didn't stop even past 10 pm I had an important test the next day and people were still partying past 12 on a Sunday I don't understand this year wasn't any better the closed roads and the traffic it causes is ridiculous."</i>
<p>Event sentiment - keep and love: The respondent expressed broadly positive feelings about the festival.</p>	<ul style="list-style-type: none"> • <i>"Keep the festival - we want more!"</i> • <i>"None. I stopped going years ago when it got too big but the current format has it right. I love Saturdays program and Sunday is great."</i> • <i>"Your assumption in the questionnaire is that i have an issue but as a resident of 15 years, if just like to say... KEEP DOING WHAT YOU ARE DOING AND MORE! WE LOVE IT."</i>
<p>Noise management and stage siting: Respondents</p>	<ul style="list-style-type: none"> • <i>"Sound could definitely be improved. Espy stage is one example more speakers further to the back. No one behind half way could hear the bands."</i>

<p>commented on where stages go, how loud they are or how long they should be active to protect residential areas.</p>	<ul style="list-style-type: none"> • <i>“The distance between stages makes it impossible to get to some acts between sets ie from Optus stage to new music stage then back to main stage means I’d probably stay at main stage because it’s easier and new music misses out. I also REALLY wish I could sit and enjoy a beer on the grass AT the main stage not next to it where it’s hard to see.”</i> • <i>“We always have a lot of noise from patrons leaving the Espy at 3am. That’s fine. But they erected two tents on the road for Info and First Aid at 4:30am!!”</i>
<p>Event sentiment-cancel: The respondent expressed broadly negative feelings about the festival</p>	<ul style="list-style-type: none"> • <i>“It’s not in any way positive for local residents. We would like it stopped.”</i> • <i>“Stop having it”</i> • <i>“I’ve lived in St Kilda for 16 years. The festival used to be a great experience. Now it’s actually a really unpleasant one.”</i>
<p>Safety, antisocial behaviour and policing: Respondents commented on ways we can manage behaviour to keep residential areas and event zones safe and welcoming.</p>	<ul style="list-style-type: none"> • <i>“Minimise anti social behaviour in residential areas. Provide residents protected parking.”</i> • <i>“Better policing. Too many pissed yahoos last year.”</i> • <i>“not safe for residents, drunken people walking down residential streets causing disruptive noise, damaging cars, absolute nightmare”</i>
<p>Accessibility and facilities: The respondents commented on physical amenities</p>	<ul style="list-style-type: none"> • <i>“More facilities for mobility impaired people to move around.”</i> • <i>“It would be great if there were additional accessible viewing platforms at the main stage. The event is very popular with wheelchair users, and currently it’s very crowded in the viewing platform. It would be also great if better way finding an accessible pathways were</i>

<p>and ways to improve access for everyone.</p>	<p><i>developed - there are many obstacles and poor parts of travel for wheelchair users to navigate from Fitzroy Street to the main stage."</i></p> <ul style="list-style-type: none"> • <i>"This year it was a clear sky with hardly any breaks from full sun. More sun protection opportunities should be offered such as umbrellas and shade cloths as many people got sunburnt trying to watch the acts"</i>
<p>Perspectives on cultural programming structure: The respondent expressed views on how specific cultural streams such as First Peoples programming are structured and engaged with.</p>	<ul style="list-style-type: none"> • <i>"Look at split of days - Day 1 is not big enough to warrant setup management costs - increase mega indigenous acts or rethink best use of day (resourcing)."</i> • <i>"I dont understand why council has to segregate the community by having separate indigenous and non-indigenous days. I thought that council would want to be the same as what the wider community wishes and bring everyone together. Wanting to create an inclusive environment for all communities, rather that separating them."</i>
<p>Place activation and ways to make people stay: Respondents commented on how spaces are used across the precinct to create enjoyable places to stay, not just pass through.</p>	<ul style="list-style-type: none"> • <i>"Greater activations of things other than music along Fitzroy street. Maybe a food hub, cooking demos or food/wine focus."</i> • <i>"On the Saturday you should use Acland square to have a small stage with local buskers/live music. When buskers are on Acland ppl sit around and listen to the music, it's what Stkilda and the area should be about."</i>

Differences in feedback across genders

OVERALL FESTIVAL BENEFIT

Out of the 106 respondents who completed this question:

- 51 identified as female (48.1%)
- 48 identified as male (45.3%)
- 7 identified as non-binary, used another term or preferred not to say (6.6%)

The options that were selected were relatively consistent across male and female respondents with three key outliers:

- Men selected the option stating the festival improves tourism more often than women. (31 selections for male respondents and 20 for female respondents)
- Men were also more likely to the option stating that the festival promoted local pride (27 selections for male respondents and 21 for female respondents).
- Women were more likely to select the option stating the benefit of the festival was the range of cultural activities it brought (23 selections for female respondents and 16 for male respondents).
- Non-binary respondents, those who preferred not to tell us their gender and those who chose to use another term had low counts overall. However, they tended to select that the festival supports artists (3 respondents) or use the “other” option to write their own (4 respondents).

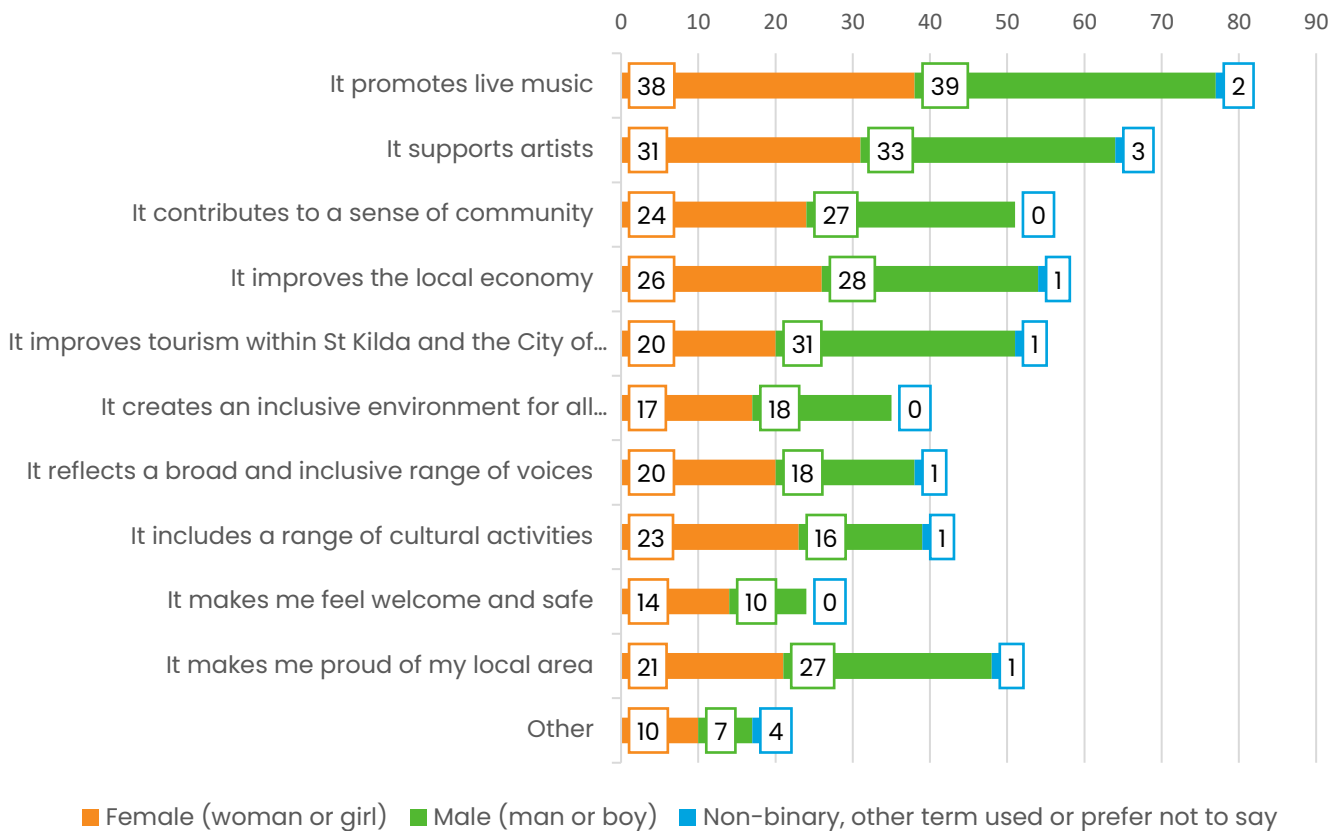


Figure 12: Responses to the engagement question “What do you think are the benefits of the St Kilda Festival? Select all that apply.” broken down by gender (n=106)

FESTIVAL SIZE AND FORMAT

Out of the 68 respondents who completed the question on the scale of the festival and it’s operating hours:

- 34 identified as female (50%)
- 29 identified as male (42.6%)
- 5 identified as non-binary, used another term or preferred not to say (7.4%)

When providing feedback on scale, the most selected option was relatively consistent between women and men

However, men were more likely to ask for the festival to be bigger and more spread out while women requested it be smaller and more compact.

Only a small number of people who identified as non-binary or preferred not to say took part, so their selections were very low across all activities.

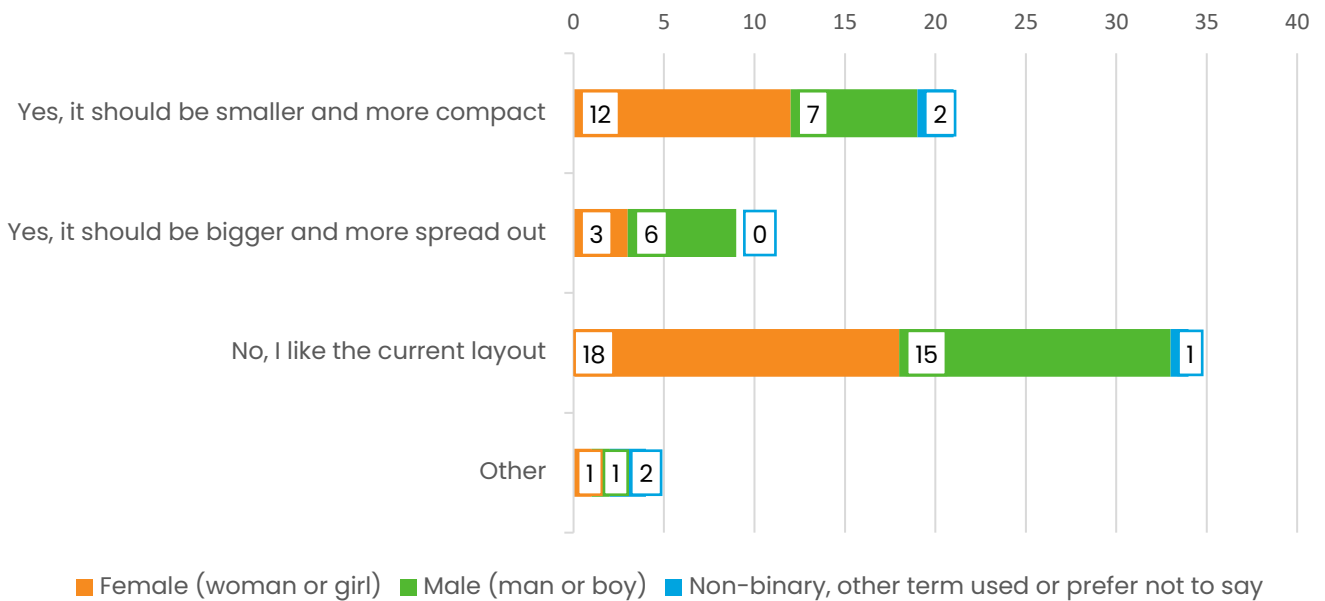


Figure 13: Responses to the engagement question “Do you think the size of the St Kilda Festival should change moving forward?” broken down by gender. (n=68)

When looking at operating hours, women were more likely to ask for the 10am to 10pm timeframe to continue or complete their own response via the “other option. Men were more likely to prefer the festival start and end later.

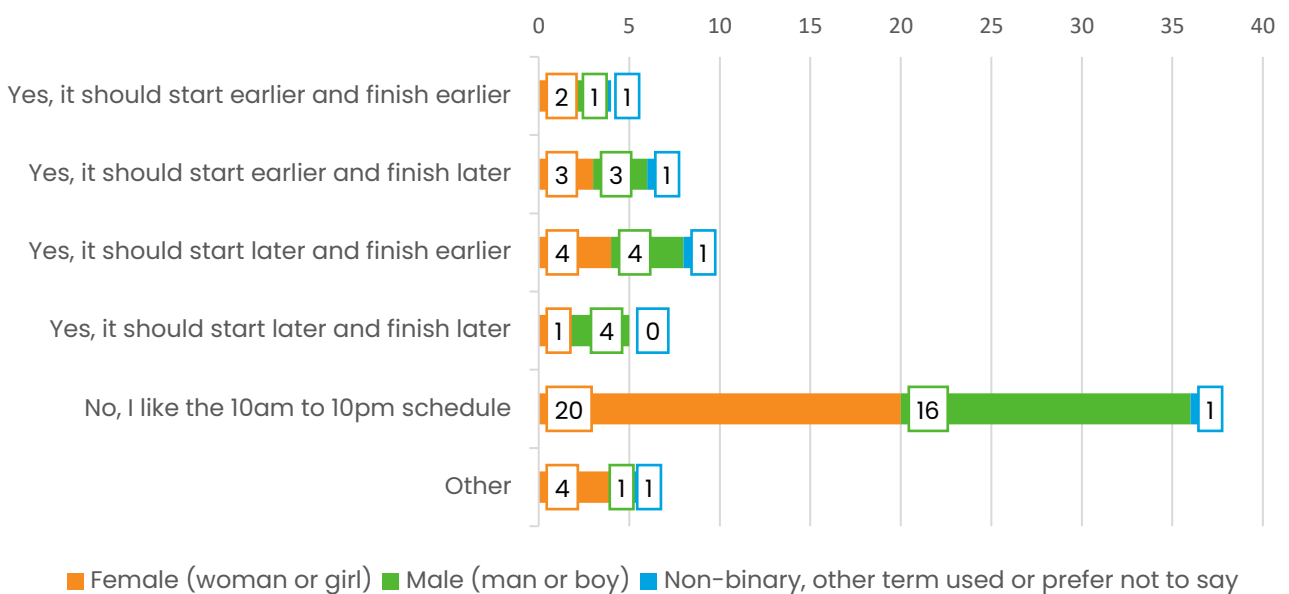


Figure 14: Responses to the engagement question “Do you think the operating hours of the St Kilda Festival should change moving forward?” broken down by gender. (n=68)



FESTIVAL PROGRAM

Out of the 61 respondents who completed this question:

- 28 identified as female (45.9%)
- 30 identified as male (49.1%)
- 3 identified as non-binary, used another term or preferred not to say (4.9%)

The results show that men and women chose many of the same festival activities with a few clear differences.

Women were more likely to choose activities like performing arts, roving performances, dance, and community group participation. Men were more likely to choose options focused on live music, and they selected “another artform” slightly more often.

Only a small number of people who identified as non-binary or preferred not to say took part, so their selections were very low across all activities.

Overall, women tended to prefer performance-based and community activities, while men showed more interest in music-focused options.

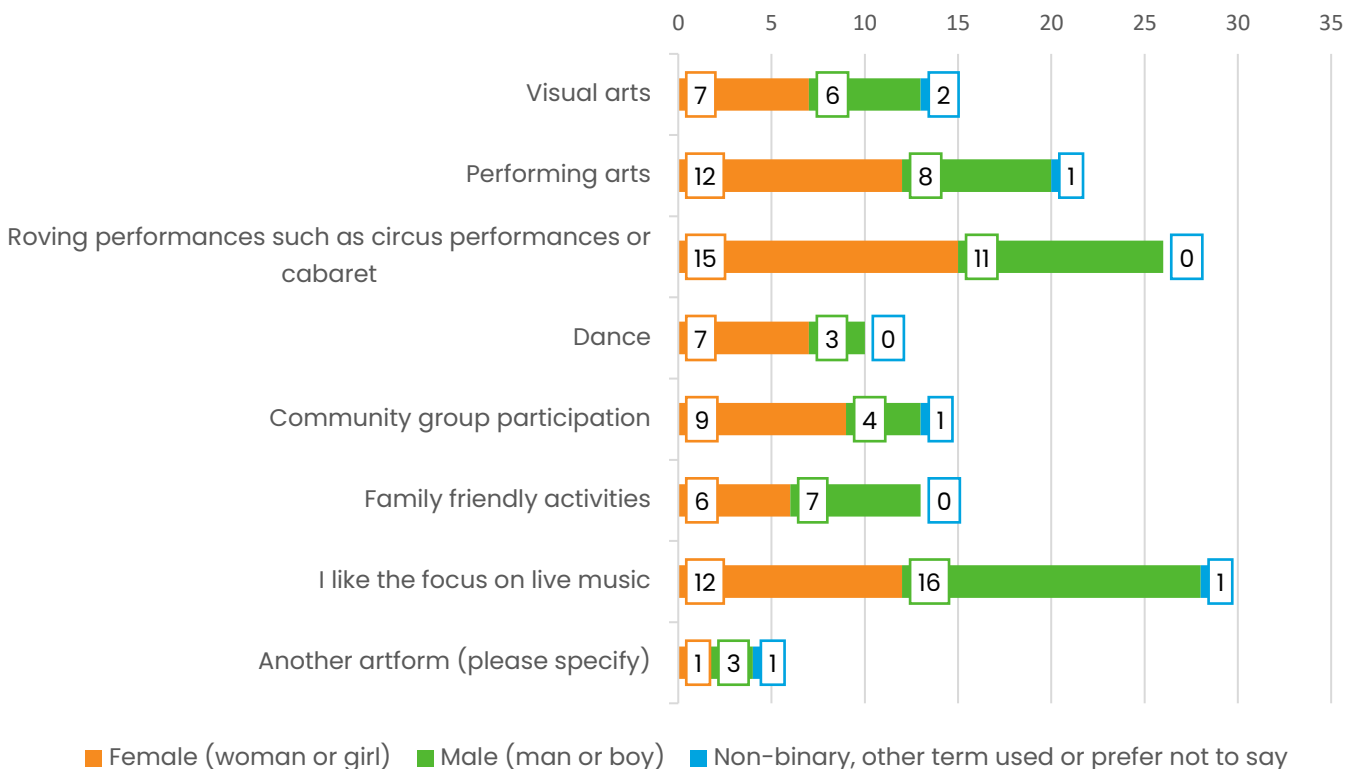


Figure 15: Responses to the engagement question “What other artforms would you like to see at the St Kilda Festival?” broken down by gender. (n=61)

RESIDENT EXPERIENCE

Out of the 80 respondents who completed this question:

- 40 identified as female (50%)
- 34 identified as male (42.5%)
- 6 identified as non-binary, used another term or preferred not to say (7.5%)

Male and female respondents asked for many of the same improvements but a few stood out:

- Quiet zones were much more important to women than men (18 selections for female respondents and 8 for male respondents)
- More culturally diverse programming was also higher for women than men (8 selections for female respondents and 3 for male respondents).
- Clearer signage was picked often by both groups, with men slightly higher (15 selections for male respondents and 14 for female respondents)

Non-binary respondents, those who preferred not to tell us their gender and those who chose to use another term had low counts overall. However, they tended to select quiet zones (3 respondents) or use the “other” option to write their own (4 respondents).

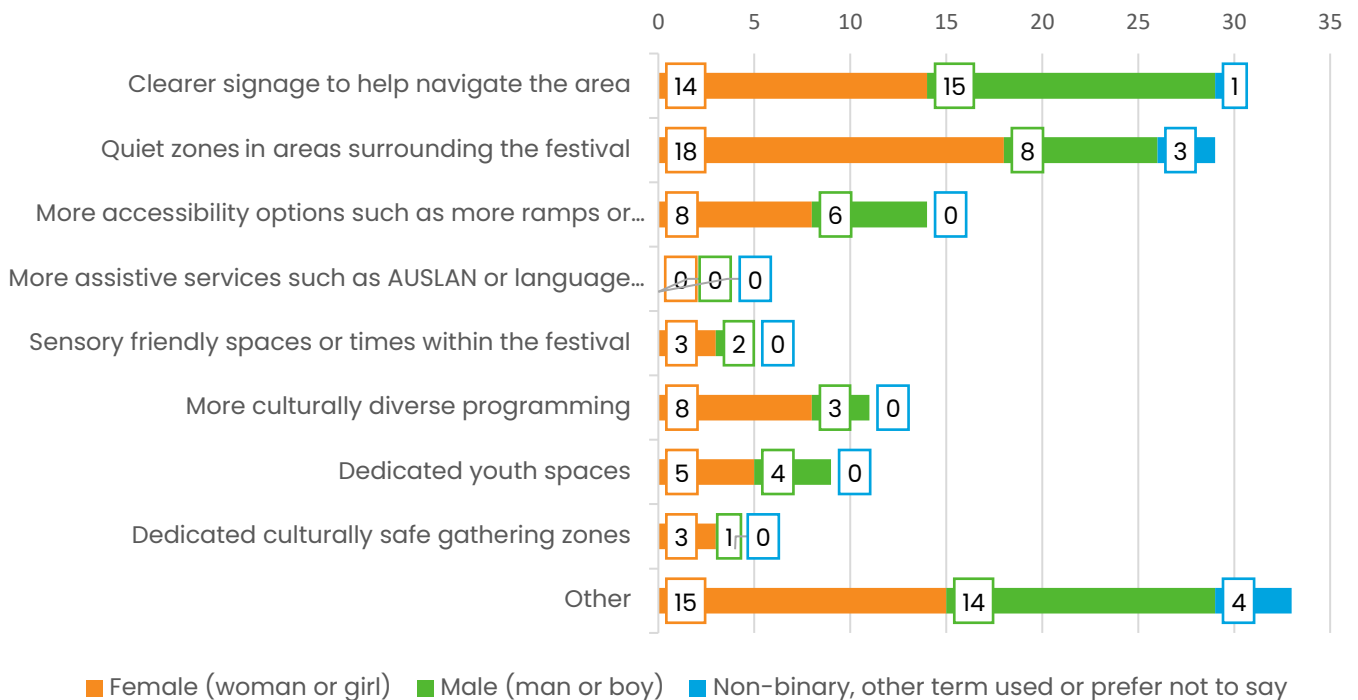


Figure 16: Responses to the engagement question “What would make the festival a more enjoyable event for you to attend?” broken down by gender. (n=80)



Next steps

Further activities

We're currently working to collate the findings from our other engagement activities for the festival. This includes:

- Feedback on the 2026 Festival Programme through Culture Counts.
- Workshops with key stakeholders including:
 - industry stakeholders
 - representatives from the live music sector
 - Traditional Owners
 - Trader Associations

Once this is done, we'll develop a report to present to Council alongside draft Creative & Prosperous City Strategy. This is scheduled to be presented to the Council Meeting on Wednesday 3 June 2026.

How this report will be used?

This report will be presented alongside the other engagement outcomes to inform Council's ability to make changes to the festival ahead of 2027.