



EXECUTIVE SUMMARY

Renew Fitzroy Street Annual Report Year 2

Activated Spaces

- 16 Activated spaces
- 11 Activated shopfronts
- 21 Creative participants and enterprises involved
- 1250 m² Area of activated spaces
- \$650k Estimated minimum commercial lease value activated
- Total license period **increased** by 18 months
- 77 Fitzroy St Hub - 5 spaces, on 1 level, activated over a 6 month period.

Media & PR

Since its inception Renew Fitzroy Street has garnered substantial coverage from major media associations including:

- Channel 7 News
- ABC News
- The Age
- Broadsheet
- ABC Online
- The Guardian
- 3AW
- ABC Melbourne
- Beat Magazine

38,091+

Estimated cumulative social media reach in Year 2

Foot Traffic

+700

- Participants have committed to a minimum of 4 days of trading per week, often trading 5 days
- Participants have created a unique and supportive retail community
- Participants have conducted in-house workshops and events attracting over **580 visitors** to the area.

Commercial lease retail value increased by

500k

in Year Two of the project

+ an additional

690m

of retail space was activated

Collaborations

+55

RFS participants have collaborated with over 55 existing businesses encouraging cross-promotion and engaging new visitors and audiences. These included:

- St Kilda Festival
- St Kilda Film Festival
- Prince of Wales Hotel
- Minus 18
- Space Furniture
- State and Federal MP's
- Prahan High School
- Jewish Museum of Australia
- Yoshiko Hair
- NGV
- Victorian Pride Centre
- Star Health
- St Luja
- FSBA - Mural
- CoPP - Aperture
- Monash University
- VicPOL
- Populus data

Social Media

- Renew Fitzroy Street has its own Facebook page that started with zero followers in 2021 and has reached 4500 in Year 2
- Renew Australia has grown an engaged Instagram audience with a 23,600 cumulative reach in Year 2
- Facebook individual posts in excess of 1200
- Instagram individual posts in excess of 500.