



ST KILDA TOURISM & EVENTS MEMBERSHIP

ST KILDA TOURISM & EVENTS (SKTE) is the key tourism and events conduit for St Kilda and surrounds with, and for, businesses, event organisers, local and state governments.

We are a membership organisation that provides leadership in promoting, marketing and developing the visitation offering and experience of destination St Kilda. As an organisation we work to drive visitation to, and expenditure from, visitors to St Kilda and surrounding areas, as a key economic driver for our broader community.

As the peak tourism and events body for St Kilda, SKTE works with businesses and the tourism industry to provide a united voice to drive and support all businesses in St Kilda.

SKTE HAS FIVE PRIORITY AREAS OF FOCUS:

- Leadership & Organisation
- Product Development
- Industry Development
- Destination Marketing
- Visitor Servicing

MARKETING & VISITOR SERVICES

SKTE undertakes marketing, promotion and PR campaigns and activities throughout the year to attract visitors and increase how much they spend in the area. SKTE also manages social media and online campaigns across a range of platforms for the destination of St Kilda.



SKTE website www.stkildamelbourne.com and .com.au is the number 1 organic Google search listing for St Kilda and one of the highest traffic referral channels to SKTE member websites.

SKTE operates the St Kilda Visitor Info Kombi Van, a mobile visitor information service that pops up at events and promotions in the area. It is run by volunteers and promotes everything St Kilda has to offer including local restaurants, bars, events, beaches, tours, attractions, accommodation and other businesses.

PRODUCT & INDUSTRY DEVELOPMENT

SKTE work to attract new events to the area and grow events, building the annual St Kilda events calendar around our key destination strengths. We focus on events that support traders and visitation.

HOW TO JOIN:

Complete a SKTE membership form and email it to info@stkildamelbourne.com.au

Start experiencing SKTE member benefits.

STKILDAMELBOURNE.COM.AU



MEMBERSHIP SUMMARY 2025/ 2026

*Membership prices are exclusive of GST

ST KILDA GOLD
\$1,200

ST KILDA SILVER
\$800

ST KILDA BRONZE
\$450

MARKETING & PROMOTION

Business listing on www.stkildamelbourne.com.au	•	•	•
Ability to list your events on www.stkildamelbourne.com.au	•	•	•
Discounted advertising rates in destination St Kilda promotional materials	•	•	•
Free use of SKTE image library	•	•	•
Access and promotion via Visit St Kilda social media platforms	•	•	•
Access to visiting journalists, bloggers and industry familiarisations	•	•	•
Opportunity to participate in cooperative destination marketing campaigns	•	•	•
Discounted website advertising opportunities	•	•	
Priority access to public relations opportunities	•		
Masthead Banner on website (with click through)	•		

VISITOR SERVICES

Access to St Kilda volunteer program (training & product promotion)	•	•	
Opportunity to display marketing collateral in the St Kilda Visitor Kombi at events	•	•	
Opportunity to attend the St Kilda Visitor Kombi (subject to availability) to directly promote your business	•	•	

TOURISM & EVENTS BOARD

Voting rights at annual general meeting	•	•	•
Opportunity to be elected to St Kilda Tourism & Events Board	•	•	•

MEMBERSHIP APPLICATION FORM



Please complete the following details and email to info@stkildamelbourne.com.au

Contact name: _____

Trading name: _____

☐ Resident ☐ Business owner ☐ Business operator

Email: _____

Phone number: _____

Business address: _____

Website: _____

Social media username/hashtags: _____

TYPE OF BUSINESS:

☐ Restaurant ☐ Café ☐ Bar ☐ Pub ☐ Accommodation ☐ Retailer

☐ Attraction ☐ Activity/tour provider ☐ Service provider

Other (please specify): _____

MEMBERSHIP LEVEL

	PRICE
<input type="checkbox"/> St Kilda GOLD	\$1,200
<input type="checkbox"/> St Kilda SILVER	\$800
<input type="checkbox"/> St Kilda BRONZE	\$450

GST is not applicable

ST KILDA TOURISM & EVENTS
PO BOX 1434, ST KILDA SOUTH, 3182
info@stkildamelbourne.com.au @VisitStkilda