



## SOUTH MELBOURNE MARKET COMMITTEE

## AGENDA

# 5 AUGUST 2021



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# SOUTH MELBOURNE MARKET COMMITTEE COMMITTEE MEETING

### **To Committee Members**

Notice is hereby given that an Ordinary Meeting of South Melbourne Market Committee will be held online via Webex, 5 August 2021 at 6:00pm.

### **ATTENDING MEMBERS**

Joanne Plummer (Chairperson), Andrew Danson (Independent Member), Simon Talbot (Deputy Chair), Deputy Mayor Marcus Pearl, Cr Heather Cunsolo

### **ATTENDING OFFICERS**

Kylie Bennetts, General Manager, City Growth & Organisational Capability; Danielle Bleazby, South Melbourne Market Executive Director; Sophie McCarthy, Manager Brand & Strategy; Ross Williamson, Head of Retail & Business Development; Paul Ryan, Head of Asset Development and Operations; Rachel Russell, Manager Governance and Organisational Performance

### AGENDA

### 1 APOLOGIES

### 2 MINUTES OF PREVIOUS MEETINGS

Minutes of the South Melbourne Market Committee of the Port Phillip City Council held on 3 June 2021.

### 3 DECLARATIONS OF CONFLICTS OF INTEREST

### 4 ACTION ITEMS

5

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### 6 PUBLIC QUESTION TIME

Nil

### 7 CONFIDENTIAL MATTERS

- 7.1 Governance Review
- 7.2 Risk review
- 7.3 Security, Emergency & Safety Report
- 7.4 Confidential Action Items
- 7.5 SMM Precinct Plan
- 7.6 Marketing and Events Update
- 7.7 Confidential Director's Report
- 7.8 Licences for signing
- 7.9 Committee Calendar: 3-month forward look



- 1. APOLOGIES
- 2. MINUTES OF PREVIOUS MEETINGS
- 3. DECLARATIONS OF CONFLICTS OF INTEREST



### 4. ACTION ITEMS

4.1 PUBLIC ACTION ITEMS

# PREPARED BY: ERIN QUIN, COORDINATOR CUSTOMER EXPERIENCE AND BUSINESS SUPPORT

### FOR NOTING

- 1. PURPOSE
  - 1.1 To provide an update on outstanding action items from previous meetings.

### 2. **RECOMMENDATION**

That the Committee:

2.1 Note there are no outstanding public action items.

### 3. OFFICER DIRECT OR INDIRECT INTEREST

3.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.

#### TRIM FILE NO:

ATTACHMENTS Nil



### 5. SOUTH MELBOURNE MARKET REPORTS

### 5.1 DIRECTOR'S REPORT

# PREPARED BY: DANIELLE BLEAZBY, EXECUTIVE DIRECTOR SOUTH MELBOURNE MARKET

### FOR NOTING

### 1. PURPOSE

1.1 To update the Committee with current, relevant information from the Market.

### 2. **RECOMMENDATION**

That the Committee:

2.1 Note the Director's report.

### 3. KEY POINT/ISSUES

### 3.1 A Truffle Affair

The Market team have been working on launching A Truffle Affair at the Market, which forms part of the 2021 Melbourne Food and Wine Festival Winter Edition. A Truffle Affair will see patrons take a culinary journey through South Melbourne Market and learn, taste and celebrate the Australian black truffle.

The ticketed event will showcase nine Market traders, offering up dishes forming a mouth-watering degustation designed to be shared between two people. These include:

- Claypots Scallops with butter and shaved Australian truffle
- Bambu Truffled shiitake and enoki mushroom dumplings
- Simply Spanish Australian truffle and manchego cheese croquette
- Little Hof Raclette with shaved Australian truffle
- Proper & Son Australian truffle and mushroom toastie



- Marko Classic chips with shaved Australian truffle
- Cannoleria Australian truffle and dark chocolate cannoli
- Fritz Gelato Australian truffle infused gelato
- Georgie's Harvest Introduction to the Australian Truffle

A Truffle Affair will be held at the Market between 20 August – 29 August on Market Days. Two sessions are available each day; 11am and 2pm.

Tickets cost \$115 for two people and include 8 dishes from several Market Traders, plus an intro session from Georgie at Georgie's Harvest.

We have had an amazing response with 121 tickets sold over 7 Market days = 242 people.

Our current capacity = 140 tickets or 280 people, but we have worked with the Melbourne Food & Wine Festival and traders to now double that capacity to 280 tickets or 560 people.





### 3.2 SO:ME Space

The So:Me space upgrade has commenced and will be complete by end of August. The floor treatment which is finished has already given the space a good lift and we are looking forward to the finished result.

#### 3.3 My Port Phillip new online service

We are excited to announce that the City of Port Phillip's new online service, *My Port Phillip* is launching on Monday 2<sup>nd</sup> August.

*My Port Phillip* will make it easier and faster for traders to access details about your invoice payments, lodge and track maintenance requests and manage a range of other interactions with both Market Management and the Council.

The new online system will allow traders to securely and conveniently:

• create an online portal to view and manage interactions with Council in one, easy-to-access location



- make payments, check invoice due dates and view payment history
- update details
- lodge and track maintenance and other requests
- apply for and view permits
- view registrations

Those who live in the City of Port Phillip will also be able to use the system for a range of other Council services.

### 3.4 20-21 SMM Annual Report

Work on the Market's annual report has commenced, and a draft will be due for Committee review on the 7<sup>th</sup> September.

The final version of the annual report will be presented to Committee for approval at the October Committee meeting.

### 4. OFFICER DIRECT OR INDIRECT INTEREST

4.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.

### TRIM FILE NO:

ATTACHMENTS 1. Measures of Success June 2021



### Attachment 1: Measures of Success June 2021

10



### 5.2 MARKET ATTENDANCE REPORT

PREPARED BY: SOPHIE MCCARTHY, MANAGER BRAND AND STRATEGY

### **FOR NOTING**

#### 1. PURPOSE

1.1 To provide the Committee with analysis of attendance at South Melbourne Market.

### 2. BACKGROUND

2.1 The visitor numbers are monitored by a people counting program to determine the total foot traffic and average foot traffic by trading day.

### 3. **RECOMMENDATION**

That the Committee:

3.1 Note the attendance report.

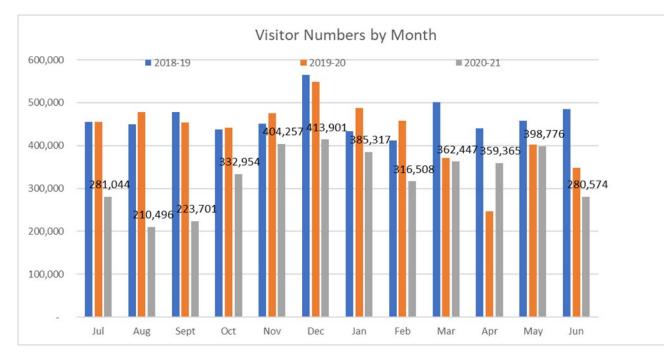
### 4. KEY POINT/ISSUES

### 4.1 Monthly update – May/June 2021

- 4.1.1 May started strong with the Market welcoming over 33,000 visitors on Mother's Day (Sunday 9 May), reflecting a drop of only 3% on the average Sunday visitation numbers recorded in May 2019 (pre-COVID).
- 4.1.2 The first three weeks of May showed strong visitation at around 10% under the May 2019 monthly average, until the fourth lockdown was announced, plunging the visitor numbers down to around 50% below those of May 2019.
- 4.1.3 The Market endured a two-week lockdown, affecting 8 trading days from Fri 28 May to Thu 10 June. This was followed by a whole market closure on Wed 16 June due to the Market being identified as a COVID exposure site.



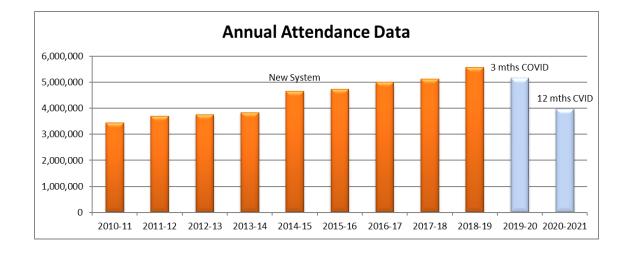
4.1.4 May visitation (398,776) was 1% down on May 2020, and 13% down on May 2019. June visitation (280,574) was 19% under the June 2020 visitation numbers, and 42% down on June 2019.



### 4.2 Year End 2020-2021

- 4.2.1 Visitation to the Market during the 2020-2021 financial year was severely impacted by COVID-19 restrictions, lockdowns and general public unease. Total visitation recorded was 3,969,340, 23% down on 2019-20 (5,164,368) which included 4 months of COVID-19 impact from March to June 2020.
  - 2020-21 = 3,969,340 (-23% on 2019-20 / -29% on 2018-19)
  - 2019-20 = 5,164,368 (-7% on 2018-19)
  - 2018-19 = 5,567,189 (+8.5% on previous year) Pre-Covid





# 4.2.2 The following graph shows the visitation compared with the KPI of 2% increase on previous year:



### 4.3 Average Visitor Numbers by Trading Day

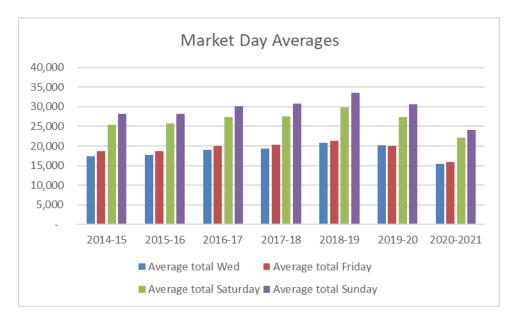
4.3.1 Market day averages through 2020-21 were, on average, 21% down on 2019-20. The following table shows this comparison for each Market day.

2019-20 2020-2021 Difference			
	2019-20	2020-2021	Difference:



Wednesday Average	20,242	15,456	-23.6%
Friday Average	20,027	15,976	-20.2%
Saturday Average	27,286	22,110	-19.0%
Sunday Average	30,651	24,116	-21.3%

4.3.2 The following graph shows the 2020-21 average visitation by Market day compared previous years:

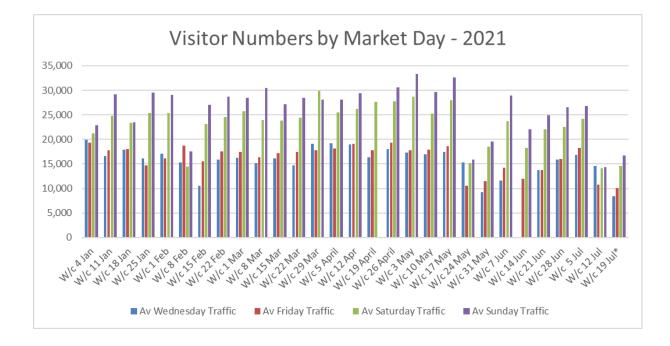


### 4.4 Coronavirus Pandemic Visitation:

- 4.4.1 COVID-19 has provided an unstable environment for many of our traders, with all non-food traders (approx. 50%) required to close during Stage 3 and 4 lockdowns. Throughout 2020-21, our non-food traders were required to close their businesses for 20 weeks, missing out on approx. 80 days of trade.
- 4.4.2 While our non-food traders were closed our essential traders providing the community with access to fresh produce were also hit with lower visitor numbers due to travel restrictions including shoppers only permitted to travel 5km from home.



- 4.4.3 The graph below shows the Market's visitation by day through the entire COVID pandemic, with significant drops through the 2020-21 lockdown periods of:
  - 8 July to 1 November 2020 (17 weeks)
  - 13 17 February 2021 (1 week)
  - 28 May to 10 June 2021 (2 weeks)



### 5. OFFICER DIRECT OR INDIRECT INTEREST

5.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.

## TRIM FILE NO:

ATTACHMENTS Nil



### 5.3 20-21 END OF YEAR FINANCIAL REPORT

# PREPARED BY: DANIELLE BLEAZBY, EXECUTIVE DIRECTOR SOUTH MELBOURNE MARKET

### FOR NOTING

### 1. PURPOSE

1.1 To inform the Committee of the Markets end of year financial position.

### 2. RECOMMENDATION

That the Committee:

2.1 Note the end of year financial report and the items still to be finalised.

### 3. KEY POINT/ISSUES

- 3.1 Attached is the Draft 2020 -21 end of year financial summary report with to outstanding items still to be finalised by the CoPP Finance Team:
  - Depreciation/Disposals (if any)
  - COVID costs (e.g. Rental waivers/additional costs)
  - 3.2 An estimate of depreciation and COVID Costs has been provided which will be close to the final figures.
  - 3.3 Should the estimates for depreciation and COVID costs not change materially, the team will have reduced the Forecast deficit by \$85,000.

### 4. IMPLEMENTATION STRATEGY

- 4.1 TIMELINE
- 4.1.1 A final complete end of financial report will be provided to the Committee by the 5<sup>th</sup> August meeting.



### 5. OFFICER DIRECT OR INDIRECT INTEREST

5.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.

### **TRIM FILE NO:**

ATTACHMENTS 1. SMM 20-21 Draft End of Financial Year Result

## South Melbourne Market Income Statement 2021 June





	Year to date YTD Variance Actual Forecast Actual to Forecast		Full Year Forecast Budget		Full Year Variance Forecast to Budget		Comments		
	(\$'000)	(\$'000)	(\$'000)	%	(\$'000)	(\$'000)	(\$'000)	%	
icence Fees / Stallholders Rent	6,063	6,005	57	1%	6,005	5,574	432	8%	Rental income favourable, forecast adjusted
ess: COVID Rent Relief	(1,500)	(1,500)	0	0%	(1,500)	0	(1,500)	0%	Adjustment from COVID Cost Centre No Rent Relief claimed in April
arking Fees	235	229	5	2%	229	400	(171)	(43%)	Parking unfavourable, adjusted based on actual
ther Income	698	746	(48)	(6%)	746	869	(123)	(14%)	\$70K Dcr Mussel Festival Cancellation, \$50 Decrease Income SMM Direct
OTAL INCOME	5,495	5,481	14	0%	5,481	6,843	(1,362)	(20%)	
mployee Costs	1,585	1,576	(9)	(1%)	1,576	1,477	(98)	(7%)	\$100K Incr Salaries due to Restructure and Backfills, \$2K dcr Mussel Festival
laterials & Services	2,283	2,346	63	3%	2,346	2,401	55	2%	Dor in Cleaning, Security and Traffic Mgt
ontract Services	578	523	(55)	(10%)	523	663	140	21%	Dcrin expenditure due to Mussel Fest. Cancellation, SMM Direct and general
tilities & Insurance	375	361	(15)	(4%)	361	385	25	6%	
epreciation	1,373	1,373	1,373	100%	1,373	1,373	0	0%	i
ongestion Levy	209	214	5	2%	214	284	70	25%	\$70K Congestion Levy Refund
ire Services Levy	17	15	(2)	(15%)	15	15	0	0%	
and Tax	266	266	(0)	(0%)	266	258	(8)	(3%)	
ad and Doubtful Debts	19	56	37	67%	56	56	0	0%	
rofessional Services	222	209	(14)	(7%)	209	229	21	9%	
arketing and Advertising	309	374	65	17%	374	421	47	11%	
ther Expenses	93	72	(21)	(30%)	72	45	(26)	(58%)	
dditional: COVID 19 Related Expenses	250	250	0	0%	250	0	(250)	0%	Unfavourable Variance: Adjustment from Covid 19 Cost centre
iternal Head Office Overhead Costs	139	139	0	0%	139	139	0	0%	i
perating Projects	171	186	15	8%	186	250	64	25%	SMM Strategic Business Case
OTAL EXPENSES	7,889	7,959	70	1%	7,959	7,997	1	0%	
PERATING SURPLUS/(DEFICI	(2,394)	(2,478)	85	3%	(2,478)	(1,155)	(1.324)	(115%)	
PERATING SURPLUS/(DEFICI	(2,334)	(2,470)		<b>J</b> /0	(2,4/0)	(1,155)	(1,524)	(110/6)	

ellow Items not Finalised

#### **Capital Projects**

	Year to	o date	YTD Varia	ance	Full Y	'ear	Full Year V	ariance	Comments
	Actual	Forecast	Actual to Fo	precast	Forecast	Budget	Forecast to	Budget	
	(\$'000)	(\$'000)	(\$'000)	%	(\$'000)	(\$'000)	(\$'000)	%	
outh Melb Market Renewal Program	56	50	(6)	(12%)	50	50	0	0%	
outh Melb Market Stall Changeover efits	141	125	(16)	(13%)	125	125	0	0%	
outh Melb Market Cecil St Essential ervices Connect	35	45	10	21%	45	330	285	86%	Deferred during portfolio build for 21/22
outh Melb Market Compliance Works ear 1	196	200	4	2%	200	1,195	995	83%	Deferred during portfolio build for 21/22
outh Melbourne Market Public Safety nprovements	65	63	(1)	(2%)	63	360	297	82%	Deferred during portfolio build for 21/22
OTAL CAPITAL SPEND	493	483	(10)	(2%)	483	2,060	1,577	77%	



### TRADER UPDATE

# PREPARED BY: ROSS WILLIAMSON, HEAD OF RETAIL AND BUSINESS DEVELOPMENT

### **FOR NOTING**

5.4

### 1. PURPOSE

1.1 To provide an update on what is happening around the Market affecting traders.

### 2. BACKGROUND

2.1 This is a regular update on activity. No determination is required by the Committee

### 3. RECOMMENDATION

That the Committee:

3.1 Note the Trader Update

### 4. KEY POINT/ISSUES



### 4.1 Rent relief

- 4.1.1 Rent relief given to stallholders for the impact of the 2-week lockdown and closure is in the table below.
- 4.1.2 If Council approves a similar relief package for Lockdown 5 (which commenced on 15 July) the relief required may be slightly higher than for Lockdown 4 (June). This is because attendance has dropped more during the latest lockdown, as, again, SMM was listed as a Tier 2 exposure site.

Reason	Relief
Lockdown 4 June	\$ 97,903.16
Closure	\$ 34,089.84
TOTAL	\$ 131,993.00

### 4.2 New stalls

#### 4.2.1 Sarah Urban - Stall 222

Gianna Mollinaro has bid farewell to the Market after approx. 30 years and is continuing her business at her Albert Park store.

Sarah Urban will commence in this stall after the lockdown as a pop-up for the next 6 months. This allows management time to review future plans for this stall as part of the broader precinct planning proposal.

Her focus is women's fashion clothing, jewellery, accessories and lifestyle items.

#### 4.2.2 Dyad Artisans Stall 87

The Pet Grocer finished at the Market on 30 June and will continue to operate their other Pet Grocer business on Coventry St.

An EOI for the space is up on the website but, in this retail climate, there has been little interest.

We are installing Dyad Artisan's as a pop-up for 6 months, which:

- gives time for the retail climate to settle again (barring further lockdowns or COVID issues)
- gives management an opportunity to assess what we want to do with the space (related to the precinct planning that is underway



 gives Dyad an opportunity to assess their business and demonstrate their viability in a bigger more suitable location

### 4.2.3 SM Pet Store - Stall 105

New operator Naman Thakar commenced on 1 July after a smooth transfer of the business from Will Corbier, who has retired after nearly 37 years at the Market.

### 4.3 Departing stalls

4.3.1 <u>Elementary Stall 165 (beside Babe's Eggs)</u>

The owner has closed the shop and left the Market before the end of her Licence mainly due to the effects of COVID, in particular the significant downturn in tourist traffic – her location adjacent to the Oyster Bar provided her with strong tourist trade.

### 4.3.2 Lindsay Nicholas Stall 79 (aisle B)

Lindsay Nicholas will close her shop in mid-August due to the effects of COVID, in particular the significant downturn in tourist traffic and reduction in office workers – demand for her work attire has dropped significantly along with the drop in local office workers.

Both will continue their businesses on-line and are very disappointed to be leaving.

### 4.4 EOI's

- 4.4.1 <u>Stall 30</u> (Deli Aisle) Vincent's Meats business for sale seeking butcher or other appropriate "Deli Aisle" offering – 2 submissions received – interviews on 6 August
- 4.4.2 <u>Stall 87</u> (Aisle B) tenant left the Market no submissions received so far there is demand for smaller stalls but stalls at this size/cost are deemed high risk in this COVID environment Dyad Artisans (from SO:ME Space) will commence as pop up for 6 months while the EOI process continues
- 4.4.3 <u>Stall 14/15</u> (Deli aisle) Steve's Deli Interview process has been delayed until stall 53 2<sup>nd</sup> round interviews are completed on 4 August, as parties who miss out may be interested in this site limited interest so far due to price
- 4.4.4 <u>Stall 38 (</u>Coventry St deli aisle entrance) Asian Grocer business for sale interest has dropped off
- 4.4.5 <u>Stall 42</u> (Coventry St) St Georges Bakery business for sale EOI closes on 25 August 4 interested parties



4.4.6 <u>Stall 12</u> (Food Hall) – Lats Sushi – business for sale – several interested parties

### 5. OFFICER DIRECT OR INDIRECT INTEREST

5.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.

### TRIM FILE NO:

ATTACHMENTS Nil



### PROJECTS UPDATE

# PREPARED BY: DANIELLE BLEAZBY, EXECUTIVE DIRECTOR SOUTH MELBOURNE MARKET

### **FOR NOTING**

5.5

- 1. PURPOSE
  - 1.1 To update the Committee on the status of major projects at the Market.

### 2. RECOMMENDATION

That the Committee:

2.1 Note the project update report.

### 3. KEY POINT/ISSUES

3.1 Please see update of all projects in attached file.

### 4. OFFICER DIRECT OR INDIRECT INTEREST

4.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.

### TRIM FILE NO:

### ATTACHMENTS 1. SMM Projects Status Update July 2021



## SMM Projects Status Update

July 29, 2021



southmelbournemarket.com.au

#### Key Off Track / Delayed **On Track** Stopped **Overall Status** Project Budget Summary • Fire engineering brief approved. \$1,195 • Fire engineering report was reviewed by MBS, and further changes required. Compliance Works Approximate delay of 3 - 5 months · CoPP finalising detail design for overhead services Cecil St Essential Services \$330k total Building permit documentation review in progress. • This project also relying on MFB approval Change request approved by ELT \$360k FY 21/22 • Delegates report in progress Public Safety Improvements (HVM) Roll-fast Door Installation • Doors for back of house areas along Centre aisle Renewal Works \$200k • Design for all Market entrances Market wide lighting design

**Project Status** 

MA

SMM Projects Status Update July 2021

Presentation title in footer

Project	Overall Status	Budget	Summary
Stall Fit Outs	•	\$125k	<ul> <li>So:Me upgrade</li> <li>Golden Dragon</li> <li>Eat More Fruit</li> <li>Mama Tran</li> <li>Dyad</li> </ul>
Outdoor Food Hall	•	\$450k Federal Govt Funding	<ul> <li>Building permit approval process in progress.</li> <li>Building permit reliant on FRV approval.</li> <li>EOI for head contractor is running parallel with the above process to ensure timeframes.</li> <li>Proposed completion of works October 2021</li> </ul>
NEXT Project		\$50k	Good progress on options and briefing to go to Council

3



### 6. PUBLIC QUESTION TIME

Nil



### 7. CONFIDENTIAL MATTERS

- 7.1 Governance Review
- 7.2 Risk review
- 7.3 South Melbourne Market Security, Emergency & Safety Report
- 7.4 Confidential Action Items
- 7.5 SMM Precinct Plan
- 7.6 Marketing and Events Update
- 7.7 Confidential Director's Report
- 7.8 Licences for signing
- 7.9 Committee Calendar: 3-month forward look

### RECOMMENDATION

That in accordance with the Local Government Act 2020, the meeting be closed to members of the public in order to deal with the following matters, that are considered to be confidential in accordance with Section 3 of the Act, for the reasons indicated:

No.	Item	Reason
7.1	Governance Review	89(2)(a). Council business information, being information that would prejudice the Council's position in commercial negotiations if prematurely released.
7.2	Risk Review	89(2)(b). security information, being information that if released is likely to endanger the security of Council property or the safety of any person.
7.3	Security, Emergency & Safety Report	89(2)(b). security information, being information that if released is likely to endanger the security of Council property or the safety of any person.
7.4	Confidential Action Items	89(2)(h). confidential meeting information, being the records of meetings closed to the public under section 66(2)(a).
7.5	SMM Precinct Plan	89(2)(g(ii)). private commercial information, being information provided by a business, commercial or financial undertaking that if released, would unreasonably expose



7.6	Marketing and Events Update	89(2)(a). Council business information, being information that would prejudice the Council's position in commercial negotiations if prematurely released.
7.7	Confidential Director's Report	89(2)(a). Council business information, being information that would prejudice the Council's position in commercial negotiations if prematurely released.
7.8	Licences for signing	89(2)(g(ii)). private commercial information, being information provided by a business, commercial or financial undertaking that if released, would unreasonably expose the business, commercial or financial undertaking to disadvantage.
7.9	Committee Calendar: 3-month forward look	89(2)(a). Council business information, being information that would prejudice the Council's position in commercial negotiations if prematurely released