



# South Melbourne Market Quarterly Performance Report



**Quarter 3, 2025–26**  
January – March

[southmelbournemarket.com.au](https://southmelbournemarket.com.au)



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# Performance Update

Quarter 3 saw the strong momentum continue following a record-breaking festive season that delivered high visitation and trade across the Market. Trader knowledge, presentation and customer service continued to underpin the Market's performance.

During this period, we wished some long-standing traders farewell and welcomed new independent businesses to our Market community. These changes reflect a healthy evolution of the trader mix while respecting the Market's long history and community ties.

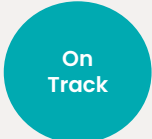
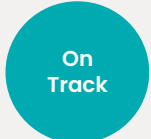
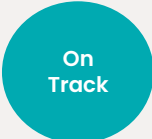
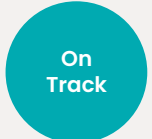
Council's adoption of the SMM 2026-30 Strategic Plan during the quarter set a clear direction for growth, renewal and long-term resilience. The plan reinforces our focus on supporting our small businesses, strengthening local community connection and investing in the Market precinct.

Thank you to our traders and some local volunteers who stepped up in January to support communities impacted by bushfires in and around Longwood in Northeast Victoria with food donations.

Overall, the quarter reflects a Market that is performing well, adapting to change, and remaining firmly rooted in its purpose as a much-loved community asset and economic driver for South Melbourne and Greater Melbourne.

**Sophie McCarthy**  
Executive Director

## Measures of Success

	<b>Financial operating profit (\$'000)</b>	<b>Occupancy</b> <i>Under Agreement</i>	<b>Trader satisfaction</b> <i>Somewhat or very satisfied with the Market as the venue for their business</i>	<b>Community satisfaction</b> <i>Very good or excellent rating for overall view on offer</i>
Q3 2024 - 25	\$943	99%	93%	97% NPS 79
<b>Q3 2025 - 26</b>	<b>\$916</b>	<b>99%</b>	<b>97%</b>	<b>96% NPS 80</b>
Target	EOFY \$390	98%	90%	90% NPS 80
Status				

# Quarter Highlight

## 2026-30 Strategic Plan

The 2026-30 South Melbourne Market Strategic Plan was endorsed by Council on 18 February.

The Plan sets a community-driven direction for the next five years, guiding the Market through its 159th to 163rd years of operation. Rooted in its legacy as a cherished public market since 1867, the Plan reaffirms the Market’s commitment to being a vibrant, inclusive, and sustainable destination for locals and visitors alike.

Developed through extensive stakeholder engagement, including traders, the Market Committee, and the broader community, the Plan builds on the foundations of the 2021-25 strategy, embedding financial sustainability and operational excellence into everyday decision-making.

Our key focus remains the local community, while also encouraging and promoting visitation from destination shoppers, local workers, families, and tourists. Strategic measures include trader satisfaction, customer satisfaction, financial performance and environmental sustainability performance.



# Onsite Activity



# Onsite Activity

The Market hosts a range of free and ticketed events and activations during the year, including the Hong De Lion Dancers, bringing in the Year of the Horse for Lunar New Year this quarter.

The Market also hosts a free community space available for local charities, not-for-profit organisations and community groups. This quarter the Community Space hosted four groups.



## JANUARY

Up There Store: Adidas Melbourne brand activation (18 Jan)

Health In Focus : Free Health Checks (3, 17 & 31 Jan)

Coffee with a Cop: Victoria Police community engagement initiative (monthly)

Foodie Tours (weekly)

## FEBRUARY

Lunar New Year Lion Dancers (21 Feb)

Mary Martin Bookshop – official opening activation (21 Feb)

The Heart Foundation: Health checks and awareness (11, 13 & 28 Feb)

Channel Seven Sunrise – weather crosses with Sam Mac (25 Feb)

Coffee with a Cop: Victoria Police community engagement initiative (monthly)

Bike Hub: Free bike tune-ups with Back2Bikes (monthly)

Foodie Tours (weekly)

## MARCH

International Women’s Day at Georgie’s Harvest (4 Mar)

Mac.Robertson Girls' High School: Red Cross Fundraiser (27 Mar)

Coffee with a Cop: Victoria Police community engagement initiative (monthly)

Bike Hub: Free bike tune-ups with Back2Bikes (monthly)

Foodie Tours (weekly)

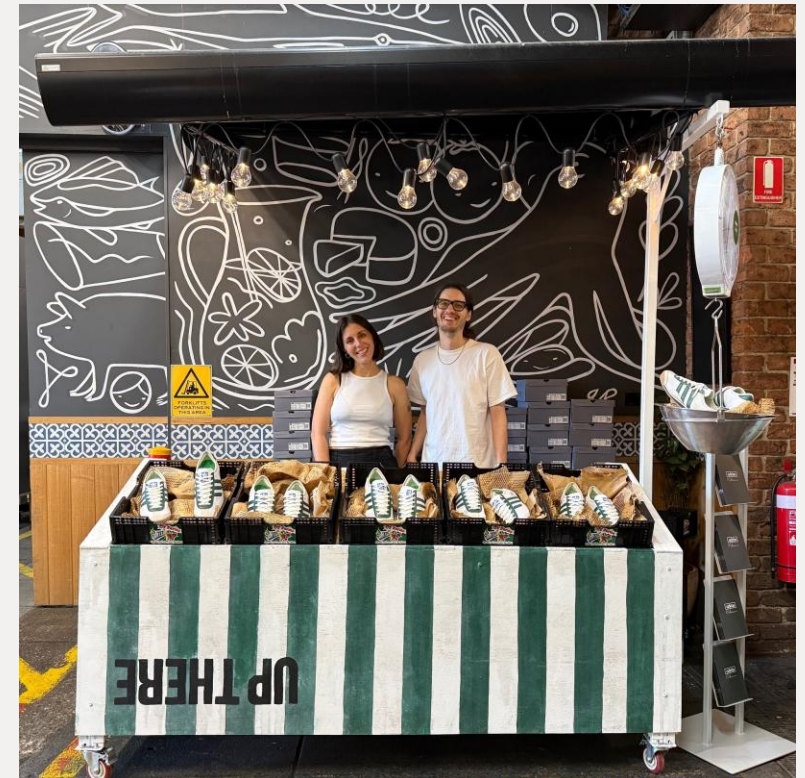
# Quarter Highlight

## Up There Store – Product Launch

Melbourne fashion and sneaker boutique, Up There, popped up at South Melbourne Market on Sunday 18 January as part of their **adidas x Melbourne** product launch.

The adidas City Series of sneakers is held in the highest esteem and Up There wanted to see Melbourne join the likes of London, Dublin, Malmö, and München with an entry of its own.

The 'Our City, Our Shoe' was launched in collaboration with iconic Melbourne locations, people and events, from city laneways and AFL greats to Flinders Street Stations and Melbourne markets.



# Quarter Highlight

## Traders Dig Deep to Support Bushfire Affected Areas

On Sunday 25 January, South Melbourne Market traders donated goods to support communities impacted by recent bushfires in and around Longwood in Northeast Victoria.

The special collection was coordinated by Robert Parke, a local Port Phillip resident who is familiar with the Market through his volunteer work with Port Phillip Community Group.

Robert coordinated the donation drive with Market Management after contacting the Port Phillip Mayor, Cr Alex Makin, who was keen to support in any way we could. Robert and his wife personally transported goods that evening to the local Ruffy recovery team, who welcomed the food donations and support.

Market traders, including Frank's Fruit & Veg, The Fresh Pasta Shop, Sherif's Fruit & Veg, South Melbourne Poultry, South Melbourne Seafoods, Cobb Lane Bakery, Ralph's Meats, Georgie's Harvest, Emerald Hill Poultry and Head South Hair Salon donated goods to the cause.





# The Market Asset



# Capital Projects Update

The Market asset requires works to be undertaken as part of the capital improvements program each year. The information below provides an update on the current and planned works for this year. The Market team works closely with Council's Project Management team to deliver the capital works program.

Project	Overview	Status	Update
<b>Level 1 External Stairs (Fire Egress Stair)</b>	Part of the Market's Building Compliance program, this project includes the construction of a stair from the Level 1 carpark to the ground level to provide safe passage in the event of fire.	 Off track	Delays have been experienced with this project due to design challenges. The project is currently off track while the project team review options to finalise the design.
<b>Project Connect</b>	Project Connect will address onsite compliance requirements while also improving the community experience through increased public space and improved facilities for traders. The comprehensive program of works will be delivered between 2028 and 2032.	 On track	NH Architecture was appointed as the Principal Design Consultant for this project in Q2. The project is now in the concept design stage, which is on track to be completed in Q4 for internal review. Community consultation is planned for November this year, providing community and traders the opportunity to provide feedback on the draft designs.

# Asset and Operational Improvements

In the January – March period, the Market delivered a schedule of infrastructure upgrades and operational improvements. These upgrades enhanced the quality, efficiency and sustainability of the Market asset, creating a better experience for both traders and visitors.

## Quarter 3 Improvements

Asset and operational works undertaken this quarter included:

- Three cool room refurbishments completed
- Four stall base-builds were completed that included lighting and flooring upgrades
- Lights in common areas upgraded to energy efficient LED lights
- East Aisle floor grinding and resealing
- Installation of new ramps into Stall S4
- Repairs to the rooftop carpark entry and exit drain
- Upgrading the rooftop carpark line marking and caulking
- Replacement of air curtains (Deli Aisle/York St)
- Grease waste pit lid repairs



4  
Base-  
builds  
completed

# Our Traders



## Our Traders

The Market maintained a high level of demand for new stalls over the January - March period, introducing two new traders, three new casual pop-ups, and 13 SO:ME Space pop-up traders, maintaining a 99% stall occupancy rate.

99%  
Occupancy rate  
(average)

2  
New  
business

13  
SO:ME Space  
pop-ups

### Farewell

This quarter the Market bid farewell to the following traders:

- TimeWeb Computers (Brett Saunders pictured left)
- Mavis (Nova Healy)
- Stanlie (Sky Austin)
- Gigi Vintage (Dana Voderberg)

And the following people who sold their businesses:

- Rod Cameron, The Merchant of Fairness (pictured right)



## New Trader – Welcome

### Mary Martin Bookshop

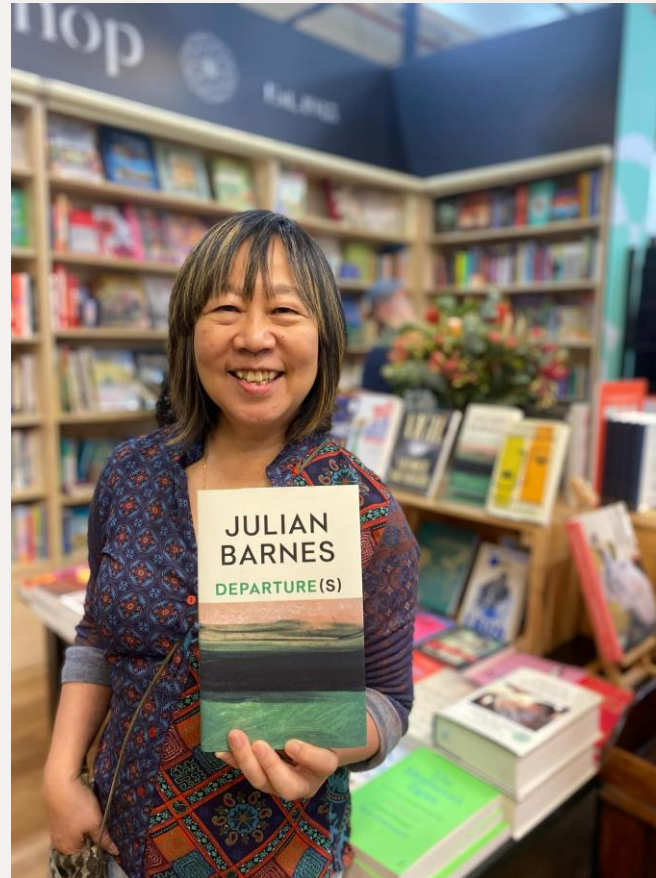
Stall 138, Centre Aisle

Mary Martin Bookshop opened at South Melbourne Market on Saturday 14 February.

Mary Martin Bookshop is a local independent bookshop, with stores located at Queen Victoria Market and Southbank, and previously a store in Port Melbourne.

Owner, Jaye Chin-Dusting, offers a wide range of new books, including new releases, cookbooks and children's books. The stall also features a second-hand book display curated by Rod Cameron, the previous Market bookstall owner (The Merchant of Fairness).

Jaye has also commenced a regular weekly book clubs being held weekly at the Market, with plans for regular book launches and events in the year ahead.



## New Trader – Welcome

### Mo Sharp (knife sharpening)

Stall 204A, East Aisle

The Market identified a quality knife sharpening service as a potential opportunity in the retail mix and offer.

Mo Sharp was initially appointed as a pop-up to gauge the level of interest from Market shoppers, and with demand proving high for the service, our local community will be pleased to hear Mo Sharp will be staying on at the Market.

Mo offers affordable, high quality sharpening services which he approaches as a true craft, using his expertise for knives, garden tools, scissors, food processor blades and other tools.

He draws professional chefs, hospitality groups, and customers from far and wide to the Market to utilise this unique service and shop his range of tools and accessories.



# New Pop-Ups

The Market welcomed three new pop-up traders in Quarter 3:



## **Il Migliore – Stall 77, Aisle B**

Il Migliore, means ‘the best’ and they’ve been baking the best biscuits and chocolaty treats, as well as creating beautiful gourmet hampers, for over 30 years. Starting in 1985 by sisters Dianne and Paula, today the family includes Paula, her children and some very talented bakers. All products are made by hand in their Hawthorn bakery and beautifully presented in their own designed gift wrap and hamper boxes.



## **Neisha – Stall 121, Aisle G**

Neisha Clothing is a vibrant celebration of global textiles, ethical fashion, and unapologetic individuality – where every piece is a one-off masterpiece stitched with soul, sass, and sustainability. Founded by Neisha Smith, the label dances between cultures and couture, blending bold prints, artisan collaborations, and zero-waste techniques into wearable art that turns heads and tells stories.



## **Epique Gifts – Stall 139, Aisle F**

Specialising in handmade resin creations, their collection includes colourful jewellery, keychains, hair clips and ocean-inspired home décor, with each piece featuring elegant colour transitions and intricate designs. Epique Gifts also offer custom designs, to create personalised pieces.

## SO:ME Space Pop-Up Stalls

The Market featured 13 new, small businesses during the January – March trading period in the SO:ME Space pop-up precinct, including:

### **Maaria Concept Store**

Offering a thoughtful, curated selection of emerging Colombian designers, including fashion, denim, accessories, and home décor brands, each one showcasing the creativity and Colombian craftsmanship.

### **Miriam Bella**

Born and raised in rural Kenya, Angela Magut witnessed talented people in her community struggle for opportunity. Inspired to make a difference, she launched Miriam Bella to create beautiful, handcrafted espadrilles, sandals and bags that are ethically made in Kenya by a growing team of trained artisans using locally sourced leather, cotton and beads.

### **Unquiet**

Unquiet create handmade bags and accessories using upcycled plastics. Proudly vegan and ocean friendly, each piece is designed to give discarded materials a new purpose while reducing waste. The range is sustainably designed and made in Melbourne with ethical values, producing functional, durable products that support environmentally conscious living.

### **Whimsy Clothing**

Whimsy Clothing celebrates conscious fashion through Bohemian-inspired apparel, thoughtfully handcrafted from 100% organic cotton. Each piece is made by artisan women as part of a livelihood program in Thailand, blending timeless style with sustainability and empowerment.

### **SO:ME Space**

The SO:ME Space incubation pop-up precinct has continued to be highly sought-after, with spaces booked up to six months in advance, and an increasingly high return rate, with greater than 50% return requests by SO:ME Space pop-up businesses, attributing to its success.

During this period **13 businesses** were featured in the Market's business incubator space, showcasing artisan clothing and accessories sourced from designers from Colombia, Kenya and across the globe, as well as locally made skincare, and ethically made bags produced from upcycled plastic waste.



322-326 Coventry Street, South Melbourne 3205  
Phone 9209 6295 Email [smm@portphillip.vic.gov.au](mailto:smm@portphillip.vic.gov.au)

[southmelbournemarket.com.au](http://southmelbournemarket.com.au)

