



SOUTH MELBOURNE MARKET COMMITTEE

AGENDA

5 MAY 2020



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SOUTH MELBOURNE MARKET COMMITTEE

5 MAY 2020



SOUTH MELBOURNE MARKET COMMITTEE

SECTION 86 COMMITTEE MEETING

To Committee Members

Notice is hereby given that an Ordinary Meeting of South Melbourne Market Committee will be held online via Webex Tuesday, 5 May 2020 at 6.00pm.

ATTENDING MEMBERS

Joanne Plummer (Chairperson), Andrew Danson (Independent Member), Simon Talbot (Independent Member), Cr Bernadene Voss, Cr Marcus Pearl

ATTENDING OFFICERS

Peter Smith, CEO, Kylie Bennetts, Director Office of the CEO, Danielle Bleazby, Executive Manager South Melbourne Market, Chris Carrll, General Manager, Customer and Corporate Services, Sophie McCarthy, South Melbourne Market Officer, Ross Williamson, Senior Licensing Coordinator.

AGENDA

i) COMMITTEE DECISION TO EXCLUDE IN-PERSON ATTENDANCE OF MEMBERS OF THE PUBLIC AT TONIGHT'S MEETING

1 APOLOGIES

2 MINUTES OF PREVIOUS MEETINGS

Minutes of the South Melbourne Market Committee of the Port Phillip City Council held on 13 February 2020.

3 DECLARATIONS OF CONFLICTS OF INTEREST

4 ACTION ITEMS

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7	PUBLIC QUESTION TIME	
	<i>Nil</i>	
8	CONFIDENTIAL MATTERS	
8.1	Manager's Report	
8.2	Confidential Action Items	
8.3	OH&S and Incidents Report	
8.4	Security Update	
8.5	Contracts Update	
8.6	Project Delivery Update	
8.7	Rent Relief update	
8.8	EOI Stall 30	
8.9	Notices of Intention	
8.10	Licences/Deeds of Surrender for Signing	
8.11	Revised 2020/21 Budget	
8.12	Continued Operation of The Neff Market Kitchen	
8.13	Business Continuity and Disaster Recovery Planning	
8.14	Committee Calendar: 3-Month Forward Look	
8.15	Strategy in view	



i. COMMITTEE DECISION TO EXCLUDE IN-PERSON ATTENDANCE OF MEMBERS OF THE PUBLIC AT TONIGHT'S MEETING

On 16 March 2020, the Premier of Victoria declared a State of Emergency in response to the Coronavirus (COVID-19) pandemic. The COVID-19 outbreak is a new and unprecedented situation which is continually evolving.

Under the Occupational Health and Safety Act 2004 the City of Port Phillip has an obligation to ensure employees, visitors, contractors, and the public are free from risks that could impact their health and safety.

In line with the advice of health experts, we've made the difficult but necessary decision to temporarily change the way we run our Committee meetings.

Accordingly, tonight's Committee meeting will be closed to public attendance and instead made available to the public on via Webex, via the Market's & Council's website.

RECOMMENDATION:

That the Committee notes:

- a) that in accordance with its obligations under the Occupational Health and Safety Act 2004, tonight's Committee meeting will not be open to in-person attendance by members of the public, and instead will be open and accessible to the public by by Webex, via the Market's website.*
- b) that members of the public can submit a question online to an agenda item, which may be read out at the Chair's discretion.*

1. APOLOGIES

2. MINUTES OF PREVIOUS MEETINGS

3. DECLARATIONS OF CONFLICTS OF INTEREST



4. ACTION ITEMS

4.1 PUBLIC ACTION ITEMS

PREPARED BY: DANIELLE BLEAZBY, EXECUTIVE MANAGER SOUTH MELBOURNE MARKET

ITEM FOR NOTING

1. PURPOSE

- 1.1 To update the Committee on the progress with outstanding action items.

2. RECOMMENDATION

That the Committee:

- 2.1 Notes the progress with the 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: 56/04/176

ATTACHMENTS 1. SMM Outstanding public action items

Attachment 1: SMM Outstanding public action items

SMM SECTION 86 PUBLIC COMMITTEE ACTION ITEMS					
	ITEM	RESOLUTION/ACTION	DUE DATE	STATUS	NOTES
	Meeting 189 19 September 2019				
PUBLIC		The following changes are to be made to the policy before being resubmission to the Committee: 1- further information to be provided on the weighting of the criteria 2. a design guideline for stall refurbishments to be included 3- policy needs a summary and matrix 4- additional/ amended criteria to be added: - whether the business had completed a business plan and an assessment of past business plan - a common set of values and behaviours - willingness of traders to participate in Market activities	Apr-20	Off Track (minor)	On track except for Design guidelines for stall refurbishments which is off track. This is underway but it is a big piece of work that will take some time. A draft guideline document has been done collating all previous work on this topic. Workshop with consultants has been postponed several times and is now on hold given social distancing and separation of staff.
	1.1.1 Licence Renewal Policy				
	Meeting 190 7 November 2019				
PUBLIC	4.1 Performance Scorecard	MM to review more appropriate values for the Visitor Numbers KPI.	Feb-20	Off Track (minor)	On hold
	Meeting 191 5 December 2019				
PUBLIC	5.4 SUSTAINABILITY REPORT	1. MM to investigate further sustainability awards that the Market could enter, including national level awards eg Shopping Centre Council of Australia awards.	Feb-20	Off Track (minor)	Have not looked into further Sustainability awards. On hold for now.
PUBLIC		2. MM to provide further analysis on why water use at the Market had increased	Feb-20	Off Track (minor)	further investigation required. We have identified that taps in bathrooms have been left on as a number of customers wont touch taps after washing hands. Have fitted timer taps. Will reduce water usage. Stalled because of current circumstances and Adam being on leave.
	5.4 SUSTAINABILITY REPORT				
PUBLIC	5.5 TRADER UPDATE	1. MM to investigate and monitor consumption of alcohol at the Market outside of licenced areas	Feb-20	On Track	Ongoing. Have spoken to Little Wine Shop, Swords and Aptus. However, ultimate responsibility for compliance lies with the Licensee who has strong incentive to comply.
PUBLIC	5.6 FINANCE REPORT	1. MM to investigate the terms of the renewable energy contract to see if charges reflect the terms of the contract.	Feb-20	On Track	Inquiry has gone to Council rep, but has been on leave for a number of weeks.
PUBLIC	5.6 FINANCE REPORT	2. MM to provide a report on capital works projects delivery, including risk implications if compliance works not delivered.	Feb-20	Off Track (minor)	This is being reviewed alongside all council priorities now in light of COVID-19.
PUBLIC	5.6 FINANCE REPORT	3. MM to provide a plan on how the electrical overspend (part/all) can be recovered from existing expenses	Feb-20	Off Track (minor)	Off track given current circumstances



5. PRESENTATION OF MANAGERS REPORT

5.1 SMM MANAGER'S REPORT

PREPARED BY: DANIELLE BLEAZBY, EXECUTIVE MANAGER SOUTH MELBOURNE MARKET

ITEM FOR NOTING

1. PURPOSE

- 1.1 To provide an update to the South Melbourne Market Committee on activities since the last meeting.

2. RECOMMENDATION

That the Committee:

- 2.1 Notes the Manager's Report.

3. KEY POINT/ISSUES

3.1 City of Port Phillip Mussel & Jazz Festival

The 7th annual Mussel and Jazz Festival run on the weekend of the 7th and 8th March was a huge success. It saw a huge uplift in attendance compared with 2019 with crowds of 36,784 on Saturday and 39,838 on Sunday, this represents a percentage increase of 24% and 23% respectively.

We were blessed perfect weather, but the food and music line up also contributed to a wonderful event.

Guests soaked up live music, danced, and feasted on mussel paella, wok-cooked drunken mussels, Thai-style mussels, Turkish mussels and a variety of other delectable seafood dishes, prepared by some of Melbourne's top chefs and restaurants including *Dandelion*, *Lamaro's*, *Anam* and *Miss Katie's Crab Shack*, plus *South Melbourne Market* traders and eateries *Aptus*, *South Melbourne Seafoods*, *Bambu*, *Claypots* *Evening Star*, *Paco y Lola*, and *Simply Spanish*.

Crowds were treated to some amazing jazz performances from some of the best musicians in Melbourne including Noriko Tadano and George Kamikawa, Lorretta & Her Boyfriends, Horns of Leroy, and the always popular Elvis.

Advertising was run across outdoor media (tram stops), community radio and social media. Facebook continues to be an incredibly successful tool for brand awareness and website traffic.



These advertising channels complimented a rounded PR campaign managed by Pillar of Salt PR, onsite branding and signage.

Over 10,000 unique visitors viewed the Mussel Festival page in the lead-up. Acquisition sources were organic, followed by Google, followed by Facebook.

The Facebook event page reached over 255,000 unique users, with over 9,600 event responses.

The most popular demographic on Facebook was with females aged between 25-34.

3.2 **COVID-19**

On Tuesday 10th March our world changed with an announcement that two customers with the virus had visited the Market, one on the 6th March and the other on the 7th March.

From this point on we have adapted to an ever-changing environment, with increased cleaning regimes, additional security for panic buyers, physical distancing measures, closure of our general merchandisers and ultimately a decrease in visitation numbers.

Through it all we have been on constant communications with Traders to keep them as up to date as possible. These communications have provided great comfort to traders and confidence in Market Management.

The Management team has also worked in very well with council officers to ensure the voice of the traders was represented and an economic support package has been approved to alleviate the burden of rent for those Traders experience significant impacts on sales. Details on this support package are referred to in our Trader update report.

3.3 **Order & Collect**

On Monday 16 March the SMM Committee and SMM Management agreed to commence a trial 'Order & Collect' service operating out of the York Street carpark. This was mainly to allow community members who did not want to, or could not, come into the Market due to COVID-19 the opportunity to still purchase their produce from the Market. Importantly it was also to provide traders with another avenue for sales to support their businesses in a very tough time.

The Market team then started planning, ordering 7 refrigerated containers, organising traffic management and staffing to run this service from Thursday 26 March. A marketing campaign also commenced to support the initiative.

With help from three CoPP departments (Festivals, Events, Libraries) who had staff that could be redeployed we ran the first service on Thursday 26 March with approx. 300 cars driving through to pick up their groceries from the Market.

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This grew to approx. 600 cars dispatching just under 1,000 orders on Thursday 2 April. It was an extremely busy service with some long wait times due to the majority of customers coming in the first two hours (2pm to 4pm).

For Thursday 9 April, Good Friday Eve, we have put some process improvements in place, increased staff to 20, increased to 10 containers and will be running the service while the Market is open. A verbal update on this at the Committee meeting on the 16th will be provided regarding how the Easter Thursday service was delivered.

All costs to date have been borne by the Market to provide the support required. Sustainability of this service will be reviewed with a lens on how it can be run into the future.

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: 56/04/176

ATTACHMENTS Nil

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5.2

PERFORMANCE REPORT

PREPARED BY:

**DANIELLE BLEAZBY, EXECUTIVE MANAGER SOUTH
MELBOURNE MARKET**

ITEM FOR NOTING

1. PURPOSE

- 1.1 To provide the Committee with an update on how the Market is tracking against key performance indicators.

2. RECOMMENDATION

That the Committee:

- 2.1 Notes the Market's performance report.

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:

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ATTACHMENTS

1. SMM key performance indicators report Apr 2020

KEY PERFORMANCE INDICATORS APRIL 2020							
Objective	Measure	Reporting frequency	Baseline	Target	Actual	Status	NOTES
COMMUNITY							
Demonstrate value to our growing community through the effective management, curation and maintenance of this high quality amenity	Visitor numbers	BM	3.835m	2% inc annually		Off Track (major)	March finished 26% down on March 2019 due to COVID-19.
	Stallholder Satisfaction with SMM as venue for Stall	A	83%	85%	90%	On Track	
	Customer Satisfaction measured by CoPP Community Satisfaction Report.	A	97%	99%	97%	On Track	
PEOPLE & CULTURE							
High performing, healthy, values driven culture with a Community First mindset	SMM Staff Turnover	M	0.00%	0.70%	0%	On Track	
	SMM Staff Time Lost due to Injuries	M	0	0	0	On Track	
	Customer injuries or near misses	M	TBC	0	2	Off Track (minor)	
	Vendor injuries or near misses	M	TBC	0	0	On Track	
INTERNAL PROCESS							
Efficient & effective organisation	% capacity of Market stalls	BM	100%	100%	60% at 25/03	Off Track (minor)	Govt directive to close GM stalls on 25 March; Eateries closing because unviable.
	76 Gen Merch stalls				0% at 25/03		
	29 Eateries 39 Fresh Food stalls				34% at 25/03 99%		
	% capacity of Pop-up stalls	BM	95%	98%	0% at 25/03	Off Track (major)	Govt directive to close GM stalls on 25 March
Environmental sustainability in a growing community	SMM Potable Water Usage (ml)	Q	26.612ML	26.612ML	No data	On Hold	Due to issues with data recording, accurate data for the quarter can't be provided.

Environmental sustainability in a growing community	% SMM Waste Diverted from Landfill	Q	65%	67%	69%	On Track	
Finance	Debtors at 60 and 90 days	M		90: 0%	90: 2% 60: 5%	Off Track (minor)	90 days 3 stalls: debt collection agency seeking to recover \$2,391 (stallholder left 18mnths ago); one is selling business (owes \$39,170); one in discussions with mgt (owes \$8,614) 60 days 7 stalls: emails sent requesting payment but Council unwilling to take further action in the current environment.

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5.3 SUSTAINABILITY REPORT

PREPARED BY: KAROLINA WOJTASIK, SENIOR OPERATIONS OFFICER

ITEM FOR NOTING

1. PURPOSE

- 1.1 To provide an update on South Melbourne Market's sustainable programs and improvements.

2. RECOMMENDATION

That the Committee:

- 2.1 Notes the attached sustainability update.

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: 56/04/176

ATTACHMENTS 1. SMM sustainability update April 2020

WATER USAGE 2019 - 2020

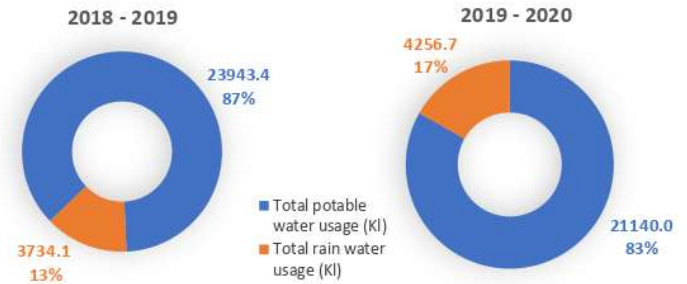


Due to the device that records rainwater and potable water figures being under maintenance, figures for Feb and March have not been recorded accurately. The issue with the device has been rectified and accurate data will be provided for the next reporting period.

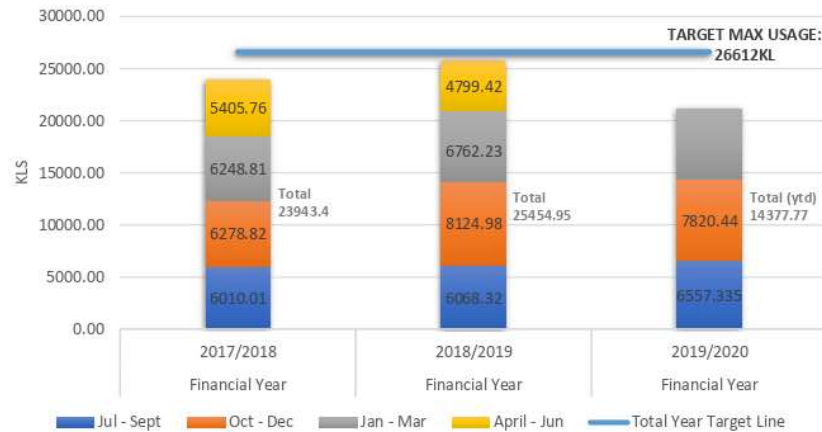
4337.5 kilo litres potable
water saved
=
1.73 Olympic sized
swimming pools



WATER USAGE: POTABLE VS RECYCLED



POTABLE WATER USAGE (KLS)



TOTAL WATER USAGE (KLS)



WASTE DIVERSION 2019 - 2020

On track

We have had significant increases in a recycling program with a 100 tonnes increase in the first quarter and 40 tonnes increase in the 2nd quarter.

At present we are tracking for our best year yet regarding landfill and recycling ratios.

The Covid19 outbreak has reduced our waste across the market in general which has meant that the actual tonnage of recycling has reduced significantly in this recent quarter.

Tonnes waste recycled by quarter



69% of waste diverted from landfill

6% increase in recycled waste compared to 2018/19

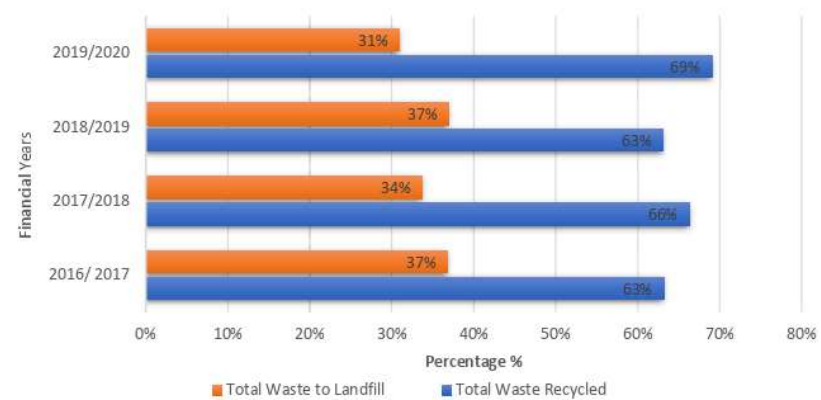
1020 tonnes of rubbish diverted from landfill

=

102 garbage trucks of rubbish



Waste: Landfill vs Recycled



POWER USAGE 2019 - 2020



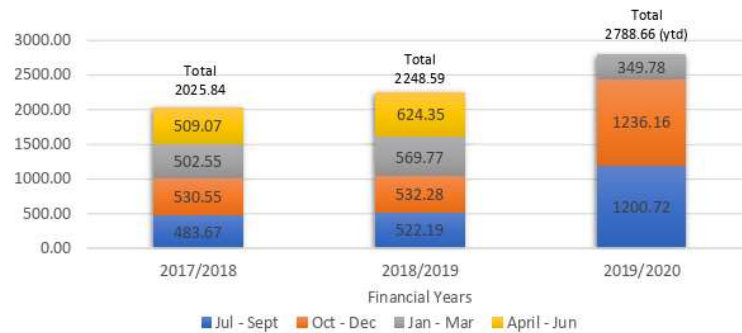
For the third quarter of 19/20 financial year, net CO2 emissions is 349.78 tonnes (excluding March Waste figures). Net emissions increased in the first half of the year because of the installation of the new solar panel project which required the existing system to be taken offline during the installation.

There has been a significant decrease in net CO2 emissions within this quarter, attributed to a reduction in electrical emissions resulting from the solar project completed at the end of 2019.

112,058 kWh solar power generated
=
138.53 (t) CO2-e avoided
=
30 cars off the road for a whole year

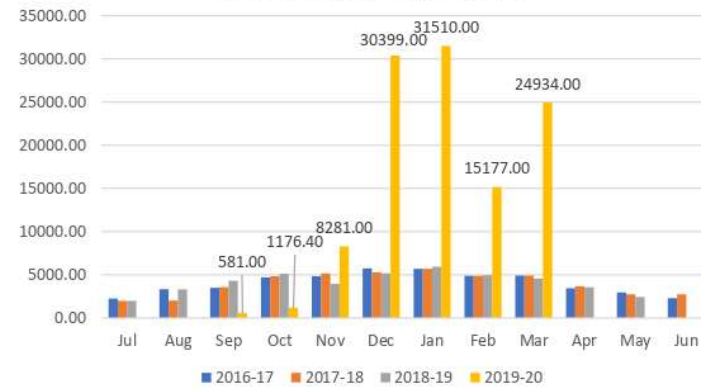


Net CO2 Emissions* (tonnes)



* Net CO2 emissions for the Market is calculated by combining the total electrical, gas and waste emissions.

Solar kWh power generated



SOLAR POWER - CO2-e Avoided (t)



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5.4 FINANCE REPORT

PREPARED BY: DANIELLE BLEAZBY, EXECUTIVE MANAGER SOUTH MELBOURNE MARKET

ITEM FOR NOTING

1. PURPOSE

- 1.1 To inform the Committee about the Market's financial performance.

2. RECOMMENDATION

That the Committee:

- 2.1 Notes the Finance Report.

3. KEY POINT/ISSUES

- 3.1 The finance report will be sent at a separate attachment prior to the 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: 56/04/176

ATTACHMENTS SMM Finance Report March 2020



Comprehensive Income Statement - South Melbourne Market as at 31 March 20

Year to Date Results for March 20	Prior Yr.	Current Year to date						2019-20 Full Year		
	Actual	Actual	Forecast	Budget	Variance			Forecast	Budget	Variance
	2018/19	2019/20	2019/20	2019/20	2018/19	Forecast	Budget	2019/20	2019/20	2019/20
	\$'000	\$'000	\$'000	\$'000	%	%	%	\$'000	\$'000	\$'000
Income										
Licence Fees	4,752	4,963	4,957	4,852	4.4%	0.1%	2.2%	5,187	6,436	(1,249)
Parking fees	440	411	412	450	(6.6%)	(0.2%)	(8.4%)	430	600	(170)
Cooking School Income	207	135	135	170	(34.8%)	0.0%	(20.6%)	135	226	(91)
Other income	200	181	199	268	(9.2%)	(8.9%)	(25.6%)	210	357	(147)
Total Income	5,599	5,690	5,703	5,740	1.6%	(0.2%)	(0.6%)	5,962	7,619	(1,657)
Expenses										
Employee costs	1,182	1,181	1,173	1,159	0.1%	0.7%	1.1%	1,593	1,554	(39)
Advertising, Events and Publicity	439	424	423	462	3.4%	(0.2%)	9.2%	558	616	58
Contract Payments	1,432	2,131	2,141	1,797	(48.8%)	0.5%	(19.1%)	2,670	2,529	(142)
Professional Services	108	263	245	170	(143.5%)	(7.3%)	(44.1%)	270	321	51
Utilities, Insurance, Taxes & Levies	170	280	275	272	(64.7%)	(1.8%)	1.1%	375	362	(13)
Land Tax	154	129	194	154	16.2%	33.5%	(26.0%)	258	205	(53)
Congestion levy	197	208	208	208	(5.6%)	0.0%	0.0%	277	277	-
Fire Services levy	26	13	13	16	50.0%	0.0%	(18.8%)	13	21	8
Bad and doubtful debts	43	81	-	-	(87.6%)	0.0%	0.0%	-	-	-
Depreciation and amortisation	977	992	992	992	(1.5%)	0.0%	0.0%	1,323	1,323	-
Borrowing costs	-	-	-	-	0.0%	0.0%	0.0%	-	-	-
Head Office Costs	98	102	102	102	(4.1%)	0.0%	0.0%	136	136	-
Other expenses	100	204	198	134	(103.1%)	(2.8%)	47.8%	208	170	(38)
Total Expenses	4,926	6,007	5,964	5,466	(22.0%)	(0.7%)	(9.1%)	7,682	7,514	(168)
Operating Surplus/(Deficit) for the year	673	(317)	(261)	273	(147.1%)	(21.7%)	(195.3%)	(1,720)	105	(1,825)

Income Statement Converted to Cash	Prior Yr.	Current Year to date						2019-20 Full Year	
	Actual	Actual	Forecast	Budget	Variance			Forecast	Budget
	2018/19	2019/20	2019/20	2019/20	2018/19	Forecast	Budget	2019/20	2019/20
	\$'000	\$'000	\$'000	\$'000	%	%	%	\$'000	\$'000
Operating Surplus/ (Deficit) for the year	673	(317)	(261)	273	(147.1%)	21.7%	(195.3%)	(1,720)	105
Adjustments for non-cash operating items:									
• Add back depreciation	977	992	992	992	(1.5%)	0.0%	0.0%	1,323	1,323
• Add back written-down value of asset disposals	-	-	-	-	-	-	-	-	-
Adjustments for investing items:									
• Less capital expenditure	(486)	(853)	(948)	(1,992)	(75.5%)	(10.1%)	(52.4%)	(1,642)	(2,549)
Adjustments for financing items:									
• Less Loan Repayments	-	-	-	-	-	-	-	-	-
• Less Lease Repayments	-	-	-	-	-	-	-	-	-
• Add New Borrowings	-	-	-	-	-	-	-	-	-
Adjustments for reserve movements:									
• Statutory Reserve Drawdown/ (Replenish)	-	-	-	-	-	-	-	-	-
• Discretionary Reserve Drawdown/ (Replenish)	-	-	-	-	-	-	-	-	-
Cash Surplus/(Deficit) for the Year	1,164	(178)	(217)	(727)	(115.3%)	(17.9%)	(70.2%)	(2,039)	(1,121)
Opening Balance - Cash Surplus	-	-	-	-	-	-	-	-	-
Closing Cash Surplus Balance	1,164	(178)	(217)	(727)	(115.3%)	(17.9%)	(70.2%)	(2,039)	(1,121)

Capital Works	Prior Yr.	Current Year to date						2019-20 Full Year	
	Actual	Actual	Forecast	Budget	Variance			Forecast	Budget
	2018/19	2019/20	2019/20	2019/20	2018/19	Forecast	Budget	2019/20	2019/20
	\$'000	\$'000	\$'000	\$'000	%	%	%	\$'000	\$'000
South Melb Market Renewal Works	177	59	60	384	67%	1%	(84%)	212	512
Stall Fit Outs	12	112	161	161	(837%)	(30%)	0%	215	215
South Melb Market Solar PV	24	593	612	547	(2353%)	3%	(12%)	612	547
SMM Building Compliance Works	273	43	40	900	84%	7%	96%	528	1200
SMM Dynamic Parking Signs	0	7	0	0	0%	0%	0%	0	0
SMM Public Safety Improvements	0	39	75	0	0%	(48%)	0%	75	75
Total Capital Expenditure	486	853	948	1992	(75.5%)	(10.1%)	52.4%	1642	2549

	Prior Yr.	Current Year to date							2019-20 Full Year	
Operating Projects (included in P&L)	Actual	Actual	Forecast	Budget	Variance				Forecast	Budget
Sth Melb Market Traffic Study Job	6	7	0	0					7	0
SMM Strategic Business Case Job	28	4	5	75					5	100
Total Operating Expenditure	34	11	5	75					12	100



5.5 **ATTENDANCE REPORT**

PREPARED BY: **SOPHIE MCCARTHY, BUSINESS AND EVENTS COORDINATOR**

ITEM 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 total foot traffic and average foot traffic by trading day.

3. RECOMMENDATION

That the Committee:

- 3.1 Notes the attendance report.

4. KEY POINT/ISSUES

- 4.1 **February:** Visitor numbers in February 2020 (458,034) finished 11% up on February 2019 with one extra trading day in Feb 2020 plus one Night Market event on Wednesday Feb 5 2020. Wednesdays were up 9% on March 2019 due to the Night Market, while Friday and Sunday were also up 3% and 6% respectively. Saturday remained similar.
- 4.2 **March:** Visitor numbers in March started strong until Wednesday 11 March after the Market was in the media after having two confirmed coronavirus cases at the Market on Friday 6 and Saturday 7 March. March 2020 visitation finished at 370,544, 26% down on March 2019 (501,250).
- 4.3 The table below shows the rollercoaster ride that was March. The % difference is compared with the monthly average in March 2019.

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March & April visitor numbers:

Market Day	Mar-19		W/c 2 Mar	Diff*	W/c 9 Mar	Diff*	W/c 16 Mar	Diff*	W/c 23 Mar	Diff*
Av Wednesday Traffic	19,142	Actual Traffic	19,926	4%	16,805	-12%	23,100	21%	11,641	-39%
Av Friday Traffic	20,030	Actual Traffic	20,347	2%	17,561	-12%	18,641	-7%	11,509	-43%
Av Saturday Traffic	29,761	Actual Traffic	36,784	24%	25,416	-15%	21,347	-28%	13,355	-55%
Av Sunday Traffic	32,400	Actual Traffic	39,838	23%	27,939	-14%	19,754	-39%	12,979	-60%
*Difference to March Market Day average 2019										
Muscel Festival										
Market Day	Apr-19		W/c 30 Mar	Diff *	W/c 6 Apr	Diff*	W/c 13 Apr	Diff*	W/c 20 April	Diff*
Av Wednesday Traffic	22,283	Actual Traffic	9,534	-57%	13,779	-38%	11,833	-47%	13,762	-38%
Av Friday Traffic	22,576	Actual Traffic	10,663	-53%	12,642	-44%	12,367	-45%	15,712	-30%
Av Saturday Traffic	31,843	Actual Traffic	15,128	-52%	20,508	-36%	21,308	-33%	CLOSED	
Av Sunday Traffic	33,660	Actual Traffic	14,990	-55%	12,957	-62%	20,182	-40%	26,776	-20%
*Diff to April Market Day average 2019										
Easter Weekend - Easter Thursday in lieu of Good Friday										

4.4 Timeline for March Coronavirus Impact:

4.4.1 Friday 6 & Saturday 7 March: DHHS was still notifying the public with known locations visited by coronavirus sufferers. Two shoppers with coronavirus visited the Market and this was announced on Tuesday 10 March.

4.4.2 Wednesday 9 to Sunday 13 March: Visitor numbers down 12-15% each market day.

4.4.3 Wednesday 18 March: Panic buying had set in at Supermarkets and the Market was up 21% on the average Wednesday in March 2019. Fresh produce traders sold up to three times their usual Wednesday stock, some sold more than they do pre-Christmas. Friday 20 to Sunday 22 March: Numbers fell on Friday down 7% on average, with Saturday and Sunday even lower 28 & 39% down respectively.

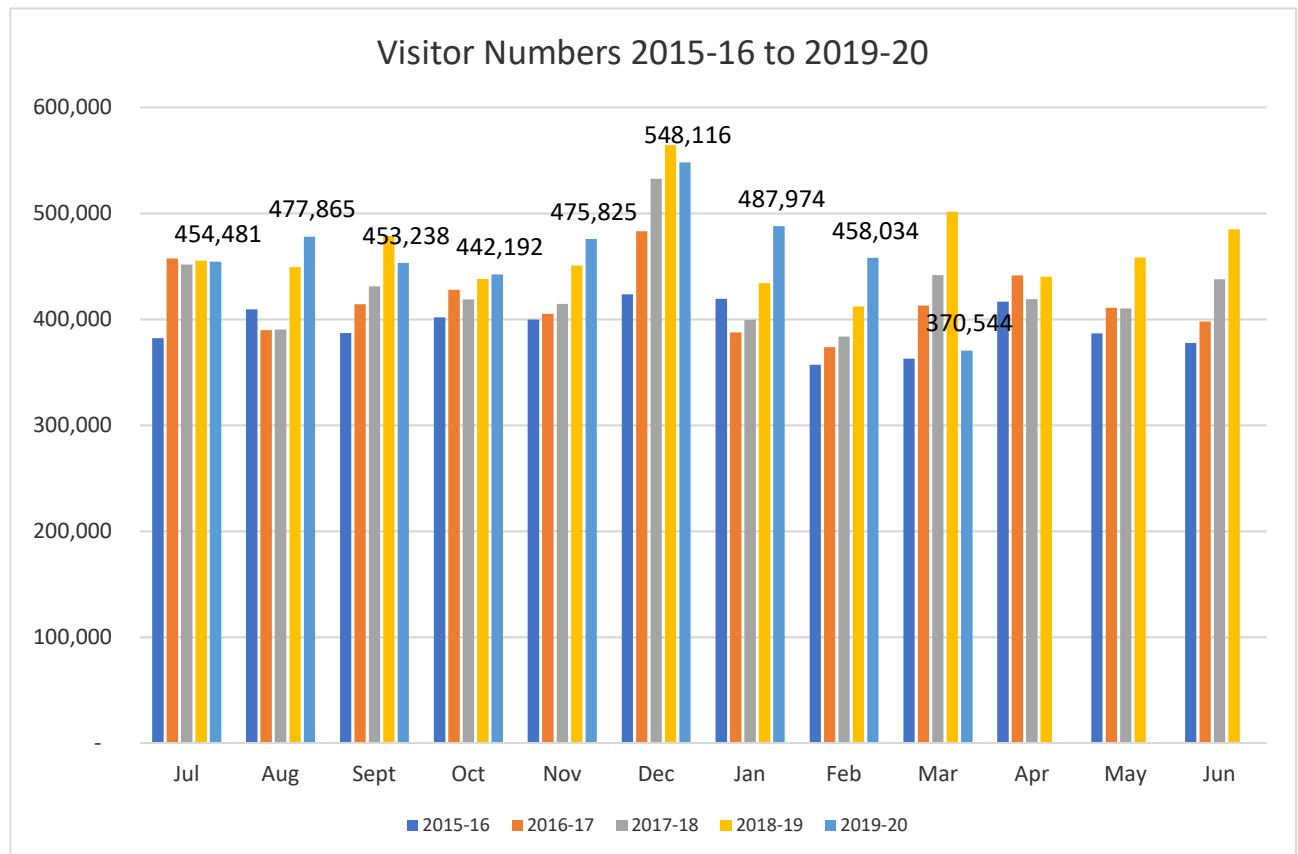
4.4.4 The final week of March (Wed 25 to Sun 29) was 51% down on the average from March 2019.

4.4.5 Wednesday 25 March State Government announced that only FOOD outlets were allowed to remain open in Markets after midnight, so for the rest of the week only the Markets food stalls were open, all general merchandisers were no longer allowed to trade.

4.6 Visitor numbers 2015-16 to 2019-20:

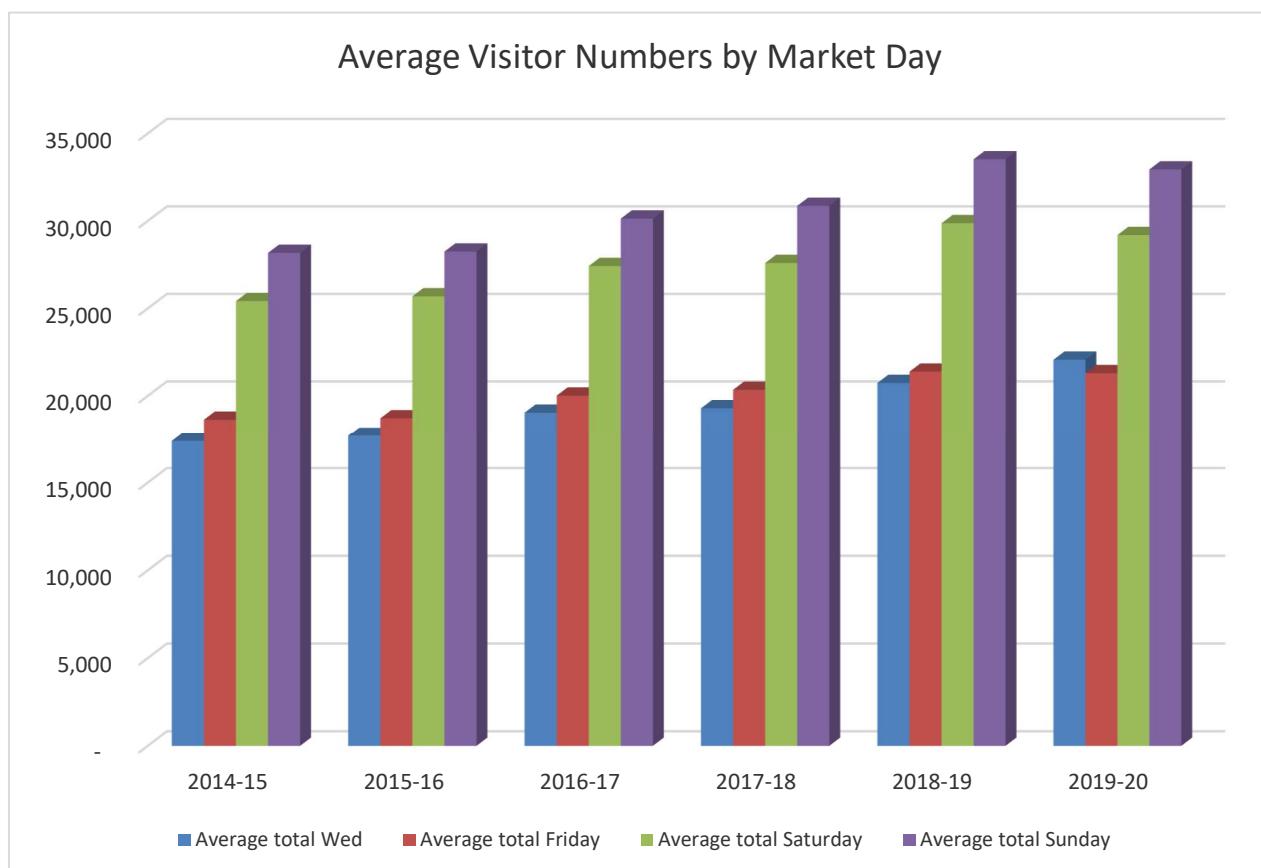
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4.7 Average Visitor Numbers by Market Day:

4.7.1 You can see in this graph that YTD Wednesday visitor numbers have crept higher than Friday due to the Night Market season.



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.

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ATTACHMENTS Nil



5.6 **TRADER REPORT**

PREPARED BY: **ROSS WILLIAMSON, SENIOR LICENCING COORDINATOR**

ITEM FOR NOTING

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 Notes the Trader Update

4. KEY POINT/ISSUES

4.1 EOI update

- 4.1.1 Luna & Soul (Stall 155) – Luna & Soul was the preferred candidate for a one-year licence in the back half of the old eyewear shop. The owner has been issued with a Licence which commenced on 23 March, coinciding with the State Govt determination that no GM stalls could operate within a Market. The owner had moved in and would like to re-open when this part of the Market opens again.
- 4.1.2 Alison Dominy (Stall 137) – Alison was the preferred candidate for the seasonal 6-month SO:ME stall opposite La Lapa. The owner was issued with a Licence which commenced on 23 March, coinciding with the State Govt determination that no GM stalls could operate within a Market. The owner had moved in and would like to re-open when this part of the Market opens again.
- 4.1.3 Chimbu Ambai (Stall 156) – was offered a 3 month pop-up in the front half of the old eyewear shop. The owner was unable to start on 16 March as she was in self isolation after returning from a buying trip to Papua New Guinea. She was ready to start on 25 March, but



this coincided with the State Govt determination that no GM stalls could operate within a Market.

- 4.1.4 Stall 99 (currently Paco y Lola) – given the impact of the coronavirus on the economic climate and SMM in particular, we have extended Paco y Lola's licence for 6 months. It is not a good time to be seeking new tenants and will give time for Paco y Lola to plan ahead, rather than dealing with the uncertainty of things changing on a week to week basis.
- 4.1.5 Eat More Fruit (Stall 53) – this EOI is also on hold. Licensing team staff will continue to seek out potential businesses, but it is not a good time to be seeking new tenants, particularly in food and beverage.

4.2 New stall opening

- 4.2.1 Vincent's Meats (Stall 30) – Adam Calvi was the successful applicant for the EOI for TOMS. In unfortunate timing he settled on 31 March and commenced operation in a very quiet Market on Wednesday 1 April.

4.3 Impact of coronavirus

- 4.3.1 On 25 March all non-fresh food stalls (79) were required, by state government directive, to close. Almost all had taken a significant hit to revenue in the previous two weeks.
- 4.3.2 29 eateries and 39 fresh food stalls remained open. By the end of trade on 29 March many eateries had taken another significant hit in trade. 10 businesses have since closed as they are unviable. One fresh food stall has closed.
- 4.3.3 The reported impact on business has been significant.
- 4.3.4 A summary of closures and revenue impact is below:

Fresh Food stalls	Number (Total 68)	Closed	Applied for relief
Eateries	29	10	19

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Fresh Food	39	1	3
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4.3.5 Rent relief has been provided by Council/SMM according to approved guidelines:

	Relief description
76 GM stalls	If forced to shut relief is 100%
29 Essential Service stalls (non-fresh food/eateries)	If income has dropped >25% receive 50% rent relief If income has dropped >75% receive 100% rent relief
39 Fresh Food stalls:	If income has dropped >25% receive 50% rent relief If income has dropped >75% receive 100% rent relief
Deferral (available to all)	Stallholders are eligible to defer for 3 months a portion or all of the rent they have left to pay: <ul style="list-style-type: none"> If income has dropped >25% they can defer 50% of what they are invoiced If income has dropped >50% they can defer 100% of what they are invoiced

4.3.6 We expect that all eateries after the first week in April will show a greater than 75% drop in income since the first week of March or will be operating at a loss, so they will receive 100% rent relief.

4.3.7 The expected cost of these rental concessions in April in terms of lost rental income is expected to be **\$353,237**.

4.3.8 We expect that up to 75% of fresh food stalls may experience a 25% drop in income during April, given the significant drop in attendance, in which case 17 or 22 stalls will receive a 50% rent discount and can defer half of that for 3 months.

4.4 Stallholder health checks

4.4.1 The Licensing Team has commenced a program of contacting stallholders who were forced to close to check in with them and keep them engaged in the Market. The team plans to do this every two weeks and more frequently to those who may need/want more contact.

4.4.2 On Thursday 2 and Friday 3 April Victoria Niewalda spoke to 58 stallholders. She reported that feedback was extremely positive, and Traders were very appreciative of the call. Almost everybody wanted

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Victoria to pass onto the whole SMM team their thanks for the fabulous and supportive role that everyone has played over this disruptive period.

4.5 Licence Renewals

- 4.5.1 Notices of Intention of Licensor Intention to Renew a Licence – the Committee has approved issuing Notices of Intention to Renew to 24 stallholders. Conditions, including requiring financial statements and the need to upgrade a stall where required, are included.
- 4.5.2 Notices will be issued during the week beginning 6 April. Licenses commencing 1 July will be issued by end of May.
- 4.5.3 No business plan returned – Stallholders who have not yet returned a business plan have been given an extension of time to submit their business plan. To enable this, they will be given a licence extension of 6 months. This will be done in accord with the Department of Environment Land Water and Planning requirements and Section 17 of the Crown Grant Land Act.

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.

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ATTACHMENTS Nil



6. SOUTH MELBOURNE MARKET REPORTS

6.1 APPOINTMENT OF DEPUTY CHAIR

PREPARED BY: DANIELLE BLEAZBY, EXECUTIVE MANAGER SOUTH MELBOURNE MARKET

ITEM FOR DECISION

1. PURPOSE

- 1.1 To appoint a deputy chair for the South Melbourne Market Committee.

2. BACKGROUND

- 2.1 As specified in the Charter, the Committee is required to appoint a deputy chair.

3. RECOMMENDATION

That the Committee:

- 3.1 Appoint a deputy chair.

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.

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ATTACHMENTS Nil

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7. PUBLIC QUESTION TIME

Nil



8. CONFIDENTIAL MATTERS

- 8.1 *Manager's Report*
- 8.2 *Confidential Action Items*
- 8.3 *OH&S and Incidents Report*
- 8.4 *Security Update*
- 8.5 *Contracts Update*
- 8.6 *Project Delivery Update*
- 8.7 *Rent Relief update*
- 8.8 *EOI Stall 30*
- 8.9 *NOTICES OF INTENTION*
- 8.10 *LICENCES/DEEDS OF SURRENDER FOR SIGNING*
- 8.11 *Business Continuity and Disaster Recovery Planning*
- 8.12 *COMMITTEE CALENDAR: 3-MONTH FORWARD LOOK*
- 8.13 *Strategy in view*

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RECOMMENDATION

That in accordance with Section 77(2)(a) of the Local Government Act 1989 (as amended), 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 89(2) of the Act, for the reasons indicated:

AGENDA ITEM	REASON
8.1 Manager's Report	89(2)(h). A matter which the Council or special committee considers would prejudice the Council or any person.
8.2 Confidential Action Items	89(2)(d). Contractual matters
8.3 OH&S and Incidents Report	89(2)(g). Matters affecting the security of Council property.
8.4 Security Update	89(2)(g). Matters affecting the security of Council property.
8.5 Contracts Update	89(2)(g). Matters affecting the security of Council property.
8.6 Project Delivery Update	89(2)(g). Matters affecting the security of Council property 89(2)(h). A matter which the Council or special committee considers would prejudice the Council or any person.
8.7 Rent Relief update	89(2)(h). A matter which the Council or special committee considers would prejudice the Council or any person.
8.8 EOI Stall 30	89(2)(d). Contractual matters.
8.9 Notices Of Intention	89(2)(d). Contractual matters.
8.10 Licences/Deeds of Surrender for Signing	89(2)(d). Contractual matters.
8.11 Business Continuity and Disaster Recovery Planning	89(2)(g). Matters affecting the security of Council property.
8.12 Committee Calendar: 3-Month Forward Look	89(2)(h). A matter which the Council or special committee considers would prejudice the Council or any person.
8.13 Strategy in view	89(2)(d). Contractual matters 89(2)(g). Matters affecting the security of Council property.