



## SOUTH MELBOURNE MARKET COMMITTEE

**AGENDA** 

**17 FEBRUARY 2022** 



This document is intended for internal distribution only

Consider carefully how the content in this document is transmitted.





# 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 in via Webex (public items) and Council Chambers St Kilda Town Hall (confidential items) on Thursday, 17 February 2022 at 6.00pm.

#### ATTENDING MEMBERS

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

#### **ATTENDING OFFICERS**

Claire Stevens, General Manager Governance and Organisational Capability; Kylie Bennetts, General Manager, Growth and Development; Sophie McCarthy, Acting South Melbourne Market Executive Director; Ross Williamson, Head of Retail and Business Development; Paul Ryan, Head of Asset Development and Operations; Meagan Scott, Marketing Coordinator

#### **AGENDA**

1	APOLOGIES							
2	MINUTES OF PREVIOUS MEETINGS							
	Minutes of the South Melbourne Market Committee of the Port Phillip City Council held on 16 December 2021.							
3	DECLARATIONS OF CONFLICTS OF INTEREST							
4	ACTION ITEMS							
	Nil							
5	PRESENTATION OF MANAGERS REPORT							
	5.1 Executive Director's Report	3						
6	SOUTH MELBOURNE MARKET REPORTS							
	6.1 Finance Report	3						



	6.2	Market Attendance Report11								
	6.3	TRADER UPDATE - PUBLIC15								
	6.4	Projects Update17								
7	PUBLIC QUESTION TIME									
	Nil									
8	CONI	FIDENTIAL MATTERS								
	8.1	Robbro (Stall 142) licence renewal								
	8.2	Trader Upate - Confidential								
	8.3	Debtors report								
	8.4	licences for signing								
	8.5	Risk Review								
	8.6	Business Continuity Plan								
	8.7	SMM Digital Strategy								
	8.8	Consumer Insights Framework - Update								
	8.9	SMM Brand Framework - Review of 'The Village Market'								
	8.10	Draft 2022/23 Budget								
	8.11	NEXT Project Update								
	8.12	Committee calendar: 3-month forward look								
	8.13	Confidential Executive Director's Update								



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





### 4. ACTION ITEMS

Nil





#### 5. PRESENTATION OF MANAGER'S REPORT

5.1 EXECUTIVE DIRECTOR'S REPORT

PREPARED BY: SOPHIE MCCARTHY, MANAGER BRAND AND STRATEGY

#### 1. PURPOSE

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

#### 2. RECOMMENDATION

That the Committee:

2.1 Note the Executive Director report.

#### 3. KEY POINT/ISSUES

#### 3.1 Resilience through COVID

- 3.1.1 After a very difficult (nearly) two years for our traders and the community we saw some light at the end of the tunnel in December 2021. However, the surge of the Omicron variant through late December and early January brought with it some new challenges including self-imposed social isolation due to the threat of getting COVID, and the forced closure of many businesses for up to a week at a time due to staff shortages.
- 3.1.2 We would like to acknowledge this hardship and commend the Market trader community for their continued resilience under these new pressures, and thank them for continuing to show our loyal Market customers why the Market is such a special place. The Market is a village and with everyone pulling in the same direction it's been encouraging to see visitation starting to increase from mid-January and shoppers returning to their routines.

#### 3.2 Cecil Street – temporary outdoor dining precinct

- 3.2.1 The road closure is in place and the public seating area installed from Tuesday 4 January
- 3.2.2 Cecil Street traders extended outdoor dining spaces are now in place, and reports from restaurant traders are very positive. The vast majority



of customers opt for outdoor seating for weather and COVIDsafety reasons.

- 3.2.3 There has been significant investment by restaurant traders to deliver high quality outdoor seating.
- 3.2.4 Public seating area has been extremely popular also. The additional tables and seating are being used consistently across Market days and also non-Market days. There has been positive feedback from SMM traders, visitors, and Chef's Hat management to date.
- 3.2.5 South Melbourne Market was successful in receiving two streams of State Government funding (COVIDSafe Outdoor Activation Fund), totalling \$160k\*. The funds will contribute to the road closure, cleaning and sanitation, furniture and theming, programming and entertainment, marketing, signage and promotions. These funds will also be used for the revised COVIDSafe Port Phillip Mussel Festival and activating existing York and Coventry Street parklets including cleaning and sanitation and programming.
- 3.2.6 January has seen live performances by One Spirit Africa, The Grubby Urchins and Alex Burns, with more live music performances scheduled for the coming weeks. Live music creates a vibrant atmosphere and a memorable experience for visitors, while also supporting our local arts industry by engaging local artists who have had gigs cancelled in the previous year due to COVID.

#### 3.3 PetMinda – Dog Minding Service

- 3.3.1 The Market's SMM Pets has partnered with PetMinda to offer a new dog minding service on York Street. As dogs are not permitted inside the Market, the airconditioned, vet-approved PetMinda kennels can be hired by 20 minute slots and you can also check on your dog through the video feed while you're shopping.
- 3.3.2 Many Port Phillip residents are dog owners and we hope that this will make it easier to bring their dog to the Market and make sure it's kept safe and comfortable while shopping.

#### 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 Nil





#### 6. SOUTH MELBOURNE MARKET REPORTS

6.1 FINANCE REPORT

PREPARED BY: SOPHIE MCCARTHY, MANAGER BRAND AND STRATEGY

#### 1. PURPOSE

1.1 To update the Committee on the January month-end financial results of the Market.

#### 2. RECOMMENDATION

That the Committee:

2.1 Note the January 2022 month end financial results

#### 3. KEY POINT/ISSUES

- 3.1 The January actuals are 2% down on January forecast with the revenue decrease inline with the expenses underspend. We will monitor revenue and expenditure in coming months to ensure we are continuing to balance the budget to achieve our targets.
- 3.2 Carparking revenue is down due to ongoing impacts of COVID with most workers working from home if they can, and the impact of the Omicron variant impacting visitation through January. With a budget based on \$50k per month, visitation has not returned to these levels with December at \$38k and January income at \$15.4k. We will continue to work through where potential savings can be made to cover the lost revenue.
- 3.3 Contract services budget is currently under-spent due to COVID impacts of staff availability and lockdowns. It is expected that the ongoing program of works will still be completed in this financial year.
- 3.4 Notional rent has been included in this year's forecast, not originally budgeted, but is in line with the SMM NCP Assessment of the rent payable to CoPP for the Market business, minus depreciation.

#### 3.5 Capital Projects:

3.5.1 Stall changeover/refit budget is currently overspent due to the higher than average number of stalls that have required work this financial year.



#### 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.

SMM External Food Hall Upgrade build schedule is slightly off track with the build due to be undertaken Mar-Jun 2022.

**TRIM FILE NO:** 

3.5.2

ATTACHMENTS 1. SMM January 2022 Financial Statement





## South Melbourne Market Income Statement 2021/22 January

	Year to date		YTD Variance		Full Year		Full Year Variance		Comments
	Actual (\$'000)	Forecast (\$'000)	Actual to F (\$'000)	orecast %	Forecast (\$'000)	Budget (\$'000)	Forecast to (\$'000)	Budget %	
Licence Fees / Stallholders Rent	3,565	3,611	(46)	(1%)	6,276	6,276	0	0%	
Less: COVID Rent Relief	(1,140)	(1,140)	0	0%	(1,100)	0	(1,100)	0%	Rent waivers
Council Funding for COVID Rent Relief	1,140	1,140	0	0%	1,100	0	1,100	0%	Council agreed to fund rent relief in accordance with government directives
Parking Fees	141	192	(51)	(26%)	502	602	(100)	(17%)	
Other Income	489	575	(86)	(15%)	992	1,000	(8)	(1%)	
TOTAL INCOME	4,194	4,377	(183)	(4%)	7,769	7,877	(108)	(1%)	
Employee Costs	979	942	(37)	(4%)	1,655	1,655	0	0%	
Materials & Services	1,185	1,217	32	3%	2,352	2,360	8	0%	
Contract Services	115	180	65	36%	625	657	32	5%	
Utilities & Insurance	181	230	49	21%	370	370	0	0%	
Financing Costs	1	0	(0)	(38%)	1	1	0	0%	
Depreciation	181	161	(20)	(12%)	305	305	0	0%	
Congestion Levy	141	142	1	1%	284	284	0	0%	
Fire Services Levy	0	0	0	0%	15	15	0	0%	
Land Tax	130	133	2	2%	265	265	0	0%	
Bad and Doubtful Debts	39	33	(6)	(20%)	56	56	0	0%	
Professional Services	40	54	14	26%	190	190	(0)	(0%)	
Marketing and Advertising	159	193	35	18%	408	408	(0)	(0%)	
Other Expenses	76	76	0	0%	113	100	(13)	(13%)	
Notional Rent	0	0	0	0%	1,027	0	(1,027)	0%	Notional rent total \$1.3M offset by depreciation as a result of SMM NCP Assessment
Internal Head Office Overhead Costs	71	71	0	0%	143	143	(0)	(0%)	
Operating Projects	0	30	30	100%	64	64	0	0%	SMM Strategic Business Case
TOTAL EXPENSES	3,298	3,462	164	5%	7,872	6,872	(1,000)	(15%)	
OPERATING SURPLUS/(DEFICIT)	896	915	(19)	2%	(103)	1.005	(1,108)	110%	
OFERMING SURFEUS/(DEFICIT)	050	910	(19)	Z 70	(103)	1,005	(1,100)	11076	

<sup>\*</sup> Note - Report prepared to reflect the Council decision on rent relief provided to SMM stallholders

#### **Capital Projects**

	Year to date		YTD Variance		Full Year		Full Year Variance		Comments
	Actual Forecast		Actual to Forecast		Forecast Budget		Forecast to Budget		
	(\$'000)	(\$'000)	(\$1000)	%	(\$'000)	(\$'000)	(\$'000)	%	
SMM External Food Hall Upgrade	45	177	132	75%	432	420	(12)	(3%)	Funded through Commonwealth Capital Gra
South Melb Market Renewal Program	2	64	62	97%	200	200	0	0%	
South Melb Market Stall Changeover Refits	100	53	(47)	(89%)	125	125	0	0%	
South Melb Market Cecil St Essential Services Connect	8	79	71	90%	285	285	0	0%	
South Melb Market Fire Stairs to L1	11	6	(5)	(84%)	50	335	285	85%	
South Melb Market Compliance Works Year 1	63	64	1	2%	120	120	0	0%	
South Melb Market Central Stairs	1	2	1	54%	40	40	0	0%	
South Melbourne Market Smoke Extraction	12	10	(2)	(24%)	500	500	0	0%	
South Melboume Market Public Safety Improvements	20	13	(6)	(48%)	828	657	(172)	(26%)	
TOTAL CAPITAL SPEND	262	468	206	44%	2,580	2,682	102	4%	

DMARCON Page 1 of 1 08-Feb-2022





6.2 MARKET ATTENDANCE REPORT

PREPARED BY: SOPHIE MCCARTHY, MANAGER BRAND AND STRATEGY

#### **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.

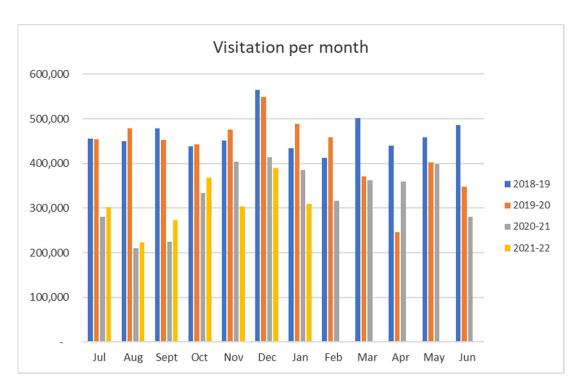
#### 4. KEY POINT/ISSUES

- 4.1 **Marketing Visitation** YTD January 2022
  - 4.1.1 December 2021: Visitation was 6% down on Dec 2020 and 29% down on Dec 2019. Christmas trading from Tuesday 21 Dec to Friday 24 Dec was strong however not reaching the visitation levels of previous years.
  - 4.1.2 January 2021: Visitation was 20% down on Jan 2021 and 37% down on Jan 2020. The optimism felt by retailers in December turned to concern as the COVID Omicron case numbers surged impacting visitation with many people choosing to stay home and away from crowded areas. It also impacted staff availability with some stalls needing to close for up to 7 days.
  - 4.1.3 COVID Restrictions: Masks are still required to be worn indoors in retail settings including markets, by traders and customers. Only hospitality and beauty services are now required to check customer vaccination status at the points of entry.
  - 4.1.4 The table and graph below show the visitation by month by year:



Visitation	2019-20	2020-21	Diff	2021-22	Diff to 20-21	Diff to 19-20
July	454,481	281,044	-38%	302,602	+8%	-33%
August	477,865	210,496	-56%	223,395	+6%	-53%
September	453,238	223,701	-51%	273,659	+22%	-40%
October	442,192	332,954	-25%	368,179	+11%	-17%
November	475,825	404,257	-15%	303,183	-25%	-36%
December	548,116	413,901	-24%	389,905	-6%	-29%
January	488,213	385,317	-21%	309,403	-20%	-37%
YTD	3,339,930	2,251,670	-33%	2,170,326	-4%	-35%

Table 1: Visitation comparisons from 2019-20 to 2021-22



Graph 1: Visitation by month 2018-19 to 2021-22

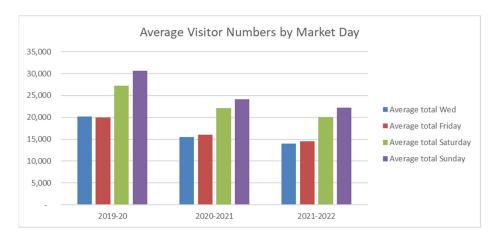
4.1.5 Visitation by day has been recorded through the COVID Pandemic showing the impacts on lockdowns, higher case numbers and community sentiment. The graph below is a summary of visitation from 1 July 2021 to 31 January 2022.





#### 4.2 Market Visitation by trading day:

4.2.1 As at 31 January 2022 each trading day is recording an 8 to 9% decrease in visitation from 2020-21 and a 26% (Sat) to 31% (Wed) decrease on 2019-20.



#### 4.3 Marketing:

- 4.3.1 Some of the factors impacting visitation are difficult to combat with marketing such as weather, stall closures and self-imposed quarantine, however a program of activations and promotion are being undertaken to continue to put the Market front of mind.
- 4.3.2 Promotion includes the continuation of our video content series with recent shoots at La Sierra Alpaca and Franks Fruit & Veg; upcoming shoots at Golden Dragon, Cobb Lane, Little Hof and new fromagerie K-SEIN; and the





Marko video that was in-market during January – which received fantastic engagement.

4.3.3 The Cecil St lane closure has provided much needed additional outdoor seating (both public and licenced) and in addition to that, the receipt of State Government funding (COVIDSafe Outdoor Activation Fund) will further support COVIDSafe outdoor activations around the Market to attract higher visitation and stimulate the economy.

#### 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



6.3 TRADER UPDATE - PUBLIC

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

#### 1. PURPOSE

1.1 To provide an update on Trader activity.

#### 2. BACKGROUND

#### 2.1 Rent relief:

- The Commercial Tenancies Relief Scheme (CTRS) due to expire on 15
  January has been extended for 2 months. Council will consider whether it
  gives additional relief beyond that directed by the CTRS at a Council
  meeting on 16 February.
- Rent relief given by Council for December was \$65,000.
- We expect this to increase for January as there were many COVID related closures and attendance was down 30% in the second 2 weeks of January.
- We will get sense of the full impact of this on business turnover when stalls submit their requests for rent relief for January (due in the next 10 days).

#### 2.2 New requests for sale:

- Stall 179 Yakedy Yak (homewares, Aisle B)
- Stall 59 Beauty Works (Aisle B)
- Stall 166 Joe Pat (hats and accessories, Aisle D)

#### 2.3 New stalls:

- Stall 30 K-Sein (fromagerie)
   Renovation almost complete; awaiting some equipment. Expect to commence trading on Friday 11 February.
- Stall 42 Cobb Lane Bakery (Coventry St)
   Cobb Lane has been operating as a pop-up within the stall from 12
   December. Their renovation plans have been approved by SMM and the renovation will commence as soon as they receive their building permits.

#### 2.4 Renovations:

- Stall 80 (Aisle B) Golden Dragon
  Renovation almost complete; fixtures to go in then restocking. Expect to
  commence trading on 9 February.
- Stall 199 (East aisle) Pearl n Pretty



This impressive renovation was completed before Xmas.

#### 2.5 EOI's:

- Stall 156 (SO:ME precinct) one year Interviews were held in late January. Remedy Clothing was advised they were the successful applicant on 8 February and will commence their fitout shortly.
- Stall 33 (SO:ME precinct) ex Spin
   Interviews are being held during the week of 8 February. Unsurprisingly
   given the COVID environment (caution and downturn in retail), the size of
   the stall (large for a new business) and the strict SO:ME criteria (new
   businesses) we only received 3 applicants, all from internal applicants.
- Stall 14/15 Steve's Deli
   Negotiations are still underway with interested parties.
- Stall 53 Eat More Fruit
   Negotiations are still underway with the preferred purchaser.
- Stall 38 (Coventry St deli aisle entrance) Asian Grocer Interest from take-away operators but this is not a mix priority for the Market.

#### 3. RECOMMENDATION

That the Committee:

3.1 Note the Trader Update

#### 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** Nil



6.4 PROJECTS UPDATE

PREPARED BY: PAUL RYAN, HEAD OF ASSET DEVELOPMENT AND

**OPERATIONS** 

#### 1. PURPOSE

1.1 To inform the Committee of projects in progress at the Market.

#### 2. RECOMMENDATION

That the Committee:

2.1 Note the Projects Update and proposed schedules.

#### 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 1. Project Update

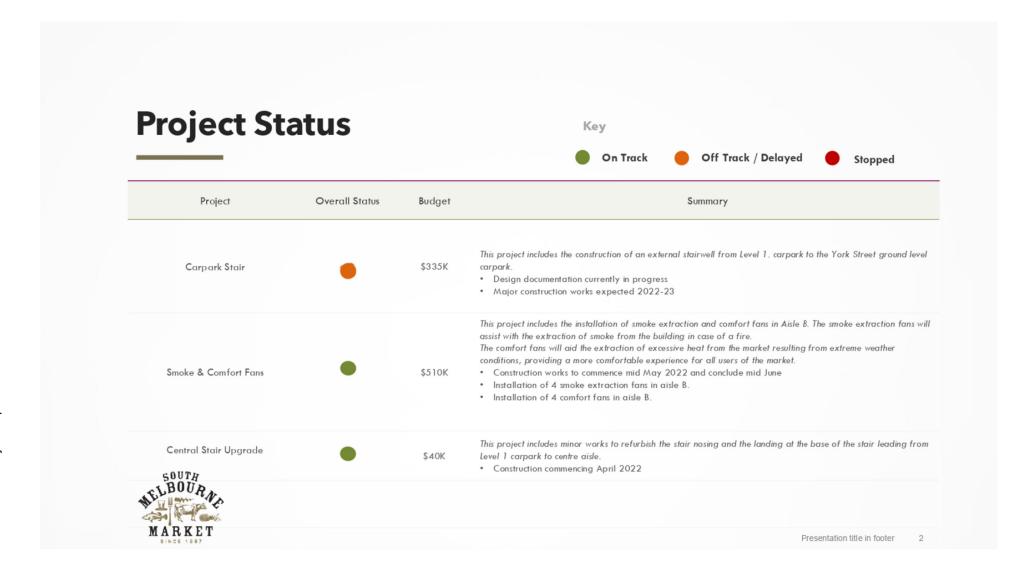


## **Projects Update**

February 2022



southmelbournemarket.com.au



Project	Overall Status	Budget	Summary
Amenities and Internal Grading Upgrade	•	\$1,225K	This project includes a upgrade to bathrooms to meet DDA compliance standards, provision of staff only bathrooms, new amenities and regrading access routes to bathrooms and other areas.  • Approach to market for design February/March 2022  • Design documentation September 22  • Approach to market for construction Q4 2022  • Construction commencing Q1 2023-24  • Multi-Year project
Food Hall - Courtyard	•	\$450K Gov funded	This project includes the construction of outdoor dining space for the Food Hall Courtyard increasing to seating capacity.  This project has been separated into 2 phases with phase 1 covered by the Government funding.  Revised plans attached  Construction to commence Q2 2022 subject to additional authority review.
Public Safety Improvements & HVM	•	\$960K	This project includes the installation of hostile vehicle mitigation infrastructure in high-risk areas and installation of signage and line marking improving pedestrian safety on Coventry Street.  • Construction works commence February 2022  - York Street February - March  - Coventry Street March – April  - Cecil Street May
Cecil Street Services Upgrade	•	\$285K	This project includes upgrades to services including gas and water supply and installation of exhaust infrastructure for outdoor kitchens.  • Final designs in progress  • Construction expected to commence April 2022



### 7. PUBLIC QUESTION TIME

Nil



### 8. CONFIDENTIAL MATTERS

8.1	Robbro (Stall 142) licence renewal Error! Bookmark not defined.
8.2	Trader Upate - Confidential Error! Bookmark not defined.
8.3	Debtors Report Error! Bookmark not defined.
8.4	Licences for signing Error! Bookmark not defined.
8.5	Risk Review Error! Bookmark not defined.
8.6	Business Continuity Plan Error! Bookmark not defined.
8.7	SMM Digital Strategy Error! Bookmark not defined.
8.8	Consumer Insights Framework - Update Error! Bookmark not defined.
8.9	SMM Brand Framework - Review of 'The Village Market' Error! Bookmark not defined.
8.10	Draft 2022/23 Budget Error! Bookmark not defined.
8.11	NEXT Project Update Error! Bookmark not defined.
8.12	Committee calendar: 3-month forward look Error! Bookmark not defined.
8.13	Confidential Executive Director's Update Error! Bookmark not defined.



#### 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, because they relate to reasons indicated:

#### 8.1 Robbro (Stall 142) licence renewal

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.

#### 8.2 Trader Upate - Confidential

89(2)(h). confidential meeting information, being the records of meetings closed to the public under section 66(2)(a).

#### 8.3 Debtors Report

89(2)(h). confidential meeting information, being the records of meetings closed to the public under section 66(2)(a).

#### 8.4 Licences For Signing

89(2)(h). confidential meeting information, being the records of meetings closed to the public under section 66(2)(a).

#### 8.5 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.

#### 8.6 Business Continuity Plan

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.

#### 8.7 SMM Digital Strategy

89(2)(a). Council business information, being information that would prejudice the Council's position in commercial negotiations if prematurely released.

#### 8.8 Consumer Insights Framework - Update





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.

#### 8.9 SMM Brand Framework - Review of 'The Village Market'

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.

#### 8.10 Draft 2022/23 Budget

89(2)(a). Council business information, being information that would prejudice the Council's position in commercial negotiations if prematurely released.

#### 8.11 **NEXT Project Update**

89(2)(a). Council business information, being information that would prejudice the Council's position in commercial negotiations if prematurely released.

#### 8.12 Committee calendar: 3-month forward look

89(2)(h). confidential meeting information, being the records of meetings closed to the public under section 66(2)(a).

#### 8.13 Confidential Executive Director's Update

89(2)(a). Council business information, being information that would prejudice the Council's position in commercial negotiations if prematurely released.