



SOUTH MELBOURNE MARKET COMMITTEE

MINUTES

3 JUNE 2021



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MINUTES - SOUTH MELBOURNE MARKET COMMITTEE MEETING - 3 JUNE 2021



MINUTES OF THE SOUTH MELBOURNE MARKET COMMITTEE HELD 3 JUNE 2021 ONLINE VIA WEBEX

The meeting opened at 6:03pm.

ATTENDING MEMBERS

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

ATTENDING OFFICERS

Kylie Bennetts, General Manager City Growth and Organisational Capability; Danielle Bleazby, Executive Director South Melbourne Market; Paul Ryan, Head of Asset Development and Operations; Sophie McCarthy, Manager Brand and Strategy; Erin Quin, Coordinator Customer Experience and Business Support (minute taker), Meagan Scott, Coordinator Marketing

The City of Port Phillip respectfully acknowledges the Yalukut Weelam Clan of the Boon Wurrung. We pay our respect to their Elders, both past and present. We acknowledge and uphold their continuing relationship to this land.

1. APOLOGIES

None.

2. CONFIRMATION OF MINUTES

MOVED Members Danson/Cunsolo

That the minutes of the South Melbourne Market Committee held on 22 April 2021 be confirmed.

The MOTION was CARRIED.

3. DECLARATIONS OF CONFLICTS OF INTEREST

Nil



LOCKDOWN RENTAL ABATEMENT

The Committee noted that:

- Market Management (MM) has been working with City Of Port Phillip (CoPP) officers on a recommendation on rental abatement for the current COVID-19 lockdown.
- The recommendation would be presented to Councillors for decision at 16 June Council meeting.
- The recommendation will balance the needs of traders, the Market and Council.

4. ACTION ITEMS

4.1 PUBLIC ACTION ITEMS

Purpose: To provide the Committee with an update on outstanding action items

MOVED Members Danson/Pearl

That the Committee note that there were no outstanding public action items

The MOTION was CARRIED.

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5. PRESENTATION OF MANAGERS REPORT

5.1 MANGER'S REPORT

Purpose: To update the Committee on general business at the Market.

The Committee:

- Noted that the latest customer survey has been completed:
 - Basket size was up to \$83 which is the highest since the survey commenced in 2015.
 - the company that undertook the survey noted the Net Promoter Score (NPS) of 72 was the highest they had seen.
- Agreed that while the NPS was impressive, the sample size was only a small percentage of Market attendees and regular surveys should be undertaken via the Market's newsletter database to get a larger sample.
- Noted that the final draft of the Market's 2021- 25 Strategy had been completed following valuable feedback from traders and customers. The strategy was well supported with only minor changes required:
 - the inclusion of asset plan to make sure asset is managed well
 - changes in wording and priority to ensure sustainability and fresh produce are a key focus.
- Noted that the Strategy will be presented to Council for endorsement on 16 June.

MOVED Members Talbot/Pearl

1. That the Committee note the Managers report.
2. That MM send a monthly NPS survey to 1000 – 2000 randomly selected subscribers on the Market's newsletter database.

The MOTION was CARRIED.

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5.2 MARKET ATTENDANCE REPORT

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

The Committee noted that:

- In the week before lockdown attendance was at its highest since the pandemic started and was back at pre-COVID levels.
- The latest lockdown has had a significant impact on numbers but MM is hopeful attendance will return to normal quite quickly after restrictions lift.

MOVED Members Danson/Cunsolo

That the Committee note the attendance report.

The MOTION was CARRIED.

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5.3 TRADER UPDATE

Purpose: To provide an update on what is happening around the Market affecting traders

MOVED Members Cunsolo/Pearl

That the Committee note the Trader Update

The MOTION was CARRIED.

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5.4 FINANCE REPORT

Purpose: to update the Committee on the current operating budget of the Market.

The Committee noted that the Market had been tracking well against budget however this will have been impacted by the current COVID-19 lockdown.

MOVED Members Danson/Pearl

That the Committee note the finance report.

The MOTION was CARRIED.



6. SOUTH MELBOURNE MARKET REPORTS

6.1 PROJECTS UPDATE

Purpose: To provide an update on the status of South Melbourne Market projects; both Capital and Operating.

The Committee:

- Noted that the building permit and MFB application had been holding up the Cecil St Works project.
 - The building assessment has now been completed by CoPP and the fire services application submitted to MFB.
 - MM had been doing proactive work with MFB so they are aware the application is coming and it can be actioned promptly.
- Noted that the MM believes the contingency for the Compliance and Cecil St works to be 20% but will need to confirm this with the projects team.
- Noted there had been a 26% increase in steel, structural, timbers and labour costs this year which may result in an increase in costs the NEXT Project.

2. RECOMMENDATION

That the Committee:

- 2.1 Note the Projects Update report.
- 2.2 That MM confirm the contingency for the Compliance and Cecil St works
- 2.3 That MM evaluate the projected pricings for the NEXT project to ascertain if they are still accurate given the recent increase in costs.

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7. PUBLIC QUESTION TIME

Nick Capuano (Pieno di Grazia, Shop 6) expressed some concerns around the retail mix:

1. Nick was concerned about decisions around the retail mix strategy. He had heard that Oasis bakery was interested in coming to the Market; it a successful food retail business, however with its broad offer, Nick believed it would have negative impact on multiple businesses by taking sales from them.

Committee response:

- MM cannot comment on individual applications however every Expression of Interest received is analysed around what gap it fills. The Retail Mix Strategy helps MM to ensure gaps are being filled by new offers that customers are looking for rather than taking away from existing businesses.
2. Nick feels that the Market needs more drawcards; businesses like the nail bar are not necessarily unique but draw a large and different clientele to the Market who then shop at other businesses.

Committee response:

- All operators are expected to contribute to being a drawcard for their target customer and to contribute to the Market brand.
- The Committee and MM are focused on pipelining and research to make sure they are finding the right businesses with the right operators that will be drawcards for the Market.

The Committee responded to the question pre-submitted in the report by Brad Roberts (Robbro, Stall 142):

- Brad has made some good comments about the value of traditional and affordable traders at the Market.
- There is an expectation that all traders contribute to the collective strength of the Market brand. Affordable and traditional stalls are an important part of the mix however they need to be well frequented businesses that draw customers to the Market.
- All traders at the Market are assessed on their individual merits - if Brad would like to discuss this further, MM would be happy to work through this with him.

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8. CONFIDENTIAL BUSINESS

In accordance with Section 77(2)(a) of the Local Government Act 1989 (as amended), the meeting was 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:

Item	Reason
8.1 Compliance Works	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.
8.2 Risk Register	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.
8.3 Confidential Action Items	89(2)(h). confidential meeting information, being the records of meetings closed to the public under section 66(2)(a).
8.4 Committee Corporate 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).
8.5 Confidential Manager's Report	89(2)(a). Council business information, being information that would prejudice the Council's position in commercial negotiations if prematurely released.
8.6 NEXT Project Update	89(2)(a). Council business information, being information that would prejudice the Council's position in commercial negotiations if prematurely released.

As there was no further business the meeting closed at 8.15pm.

Confirmed: 5 August 2021

Chairperson _____