



South Melbourne Market 2019-20 Annual Report





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Welcome Wominjeka

The South Melbourne area is marked as ‘Nerre nerre minum’ in one of the earliest maps of Melbourne in the 1840s. The Yaluk-ut Weelam clan of the Boon Wurrung camped at what is now South Melbourne Town Hall. It was rich in lagoons, such as Albert Park Lake, surrounding the drier height of Emerald Hill with a short distance west to today’s coastline of Albert and Middle Park.

South Melbourne Market acknowledges the traditional owners of the land on which we are located, and respectfully acknowledges the Yaluk-ut 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.

Womindjeka: This word of welcome meaning “come with purpose” comes from the language of the Boon Wurrung

Welcome



South Melbourne Market holds a very special place in my heart. As a local I cherish the fact that this is my market, a place where I can get everything I need from friendly and knowledgeable traders.

Their smiles, jokes and stories are what makes it such an interesting place. As a councillor I’m proud that Port Phillip Council is custodian of this much-loved, quintessential village market, bringing our community together with food, shopping, dining and entertainment.

The Market has continued its focus on sustainable practices with the completion of 612 solar panels installed on the carpark roof, generating enough electricity to power 28 homes a year, as well as seeking out partners to work with to recycle Market waste that would otherwise be going to landfill. The impact of these partnerships has seen the waste diverted from landfill increase significantly this year.

The Market welcomed some new stalls to the Market including the spice haven Gewürzhaus, cake and macaron specialist Flour Patisserie and Italian sweet master Cannoleria to name a few.

From such a strong position, the Market was hard hit with the impact of COVID-19. I have been so proud of our Market traders coming to work every day to provide essential groceries to the community during these uncertain and stressful times. I’ve also seen nearly half the businesses required to close for several months due to government restrictions, the longest time away from the Market for many of them since they opened.

Over 150 years we have endured adversity, including two world wars, a fire in 1981 and two bombings; each time we have adapted for the better, nurturing each other with community spirit and resilience. Together we will come back stronger, more sustainable, and more connected. We look forward to continuing to work with all of you to bring hope and growth back to your quintessential village market.



Cr Bernadene Voss,
City of Port Phillip Mayor

On behalf of the South Melbourne Market Committee I’d like to thank the Market Management team for their care and dedication in leading the Market, our traders and our shoppers through what have been some of the most difficult months the Market has ever experienced.

Importantly, I would also like to thank our Market traders. We are fortunate to have such committed and hard-working traders who have continued to greet our customers with a smile, even through the toughest of times. They have shown resilience, innovation and generosity in the support they have offered their customers and each other. Our traders are the heart and soul of the Market, and though we still have some big challenges ahead, we look forward to working with them as we build an exciting future together.

COVID-19 and the measures required to respond to this pandemic have had a significant financial impact, and the Market has ended the 2019/20 financial year at a net deficit of \$1.933 million, with a cash deficit of \$992 000. Of this deficit, almost 50% is due to the rental relief provided to our traders to ensure their businesses could survive during these difficult times and continue to service our community. Financial sustainability is one of the Committee’s key priorities, and as we strive forward on this road to recovery, we are committed to reaching a financially sustainable future.

I am also proud to share the many accomplishments achieved this year, which we have outlined throughout this Annual Report. Some of these include welcoming eleven new

businesses to our village, the introduction of a new Order & Collect service, and a record 76,000 people attending the Port Phillip Mussel & Jazz Festival on the Labour Day weekend. The Committee and Management team also embarked on the exciting challenge of mapping out the future direction of the Market, so we can ensure its ongoing success as the quintessential village market for many years to come.

The Committee and Market Management are dedicated to supporting our traders and community on the road to recovery. The Market is resilient, and with the support of its village, we know it will bounce back from this pandemic stronger than ever.



Jo Plummer, South Melbourne
Market Committee Chairperson

South Melbourne Market's famous dim sims



A place for the whole community to visit and belong, as well as a premier shopping destination

Introduction



“The South Melbourne Market is a very important public place for social and cultural interaction both for the City of Port Phillip and the wider community.

Established in 1867, the Market is built on land made available under a Crown Grant for a general market. The buildings and associated infrastructure are owned and maintained by Council. It is Council’s intention to retain and enhance the Market’s unique position as a major civic space, one that is a generator of community and social interaction, as well as being one of the Council’s prime infrastructure assets. Council is of the view that it can be developed

further as a place for the whole community to visit and belong, as well as a premier shopping destination. The Market is an integral part of Council’s long term financial sustainability and as such must continue to operate profitably and competitively.”

South Melbourne Market
Committee Charter
September 2018

The Market’s unique position as a major civic space, one that is a generator of community and social interaction



Miss Nail Bar has over 450 colours to choose from





Enjoying a relaxing seafood lunch at Claypots

The Committee is responsible for the management and operation of the Market, including setting the long-term vision and strategic position of the Market

Governance



Chair, South Melbourne Market Committee Jo Plummer



South Melbourne Market Committee Members



L-R: Cr Bernadene Voss, Cr Marcus Pearl, Simon Talbot, Andrew Danson

South Melbourne Market Committee

South Melbourne Market (the Market) is managed by a Section 86 Committee (Committee) of the City of Port Phillip (Council) under the Local Government Act. The Committee is responsible for the management and operation of the Market, including setting the long-term vision and strategic position of the Market; overseeing the execution of a commercially sustainable retail strategy; and overseeing the overall brand management for the Market.

The Committee is comprised of five Committee Members:

- two of whom must be Councillors; and
- three of whom must be persons independent of Council.

Port Phillip Council appoints one of the members of the Committee as Chairperson. The Chairperson is to be a member of the Committee who is independent of Council (unless Council determines otherwise). The Committee can appoint a member to fulfil the role of Deputy Chairperson.

The members bring a diverse range of skills to the Committee, including expertise in food supply chains, commercial retail leasing, and strategy development and implementation.

The South Melbourne Market Committee Charter (Charter) guides the decisions of the Committee and Market Management.

The purpose and objectives of the Committee, as outlined in the Charter, are to:

- a) position the Market as the premier Village Market in Victoria, one that is recognised as being vibrant, diverse and unique and that is sustainable for traders and the City of Port Phillip;
- b) promote the Market and encourage its use by residents, visitors and the community; and
- c) oversee the management and operation of the Market in accordance with the terms of this Charter and Council's Strategic Plan, policies and programs.

Committee meetings are held six times per year and are open to the public to attend. Each member of the Committee has one vote on the recommendations put forward by Market Management and Council. The Market Executive Director and a Senior Council Officer also attend meetings of the Committee to provide advice as required; they are not members of Committee and cannot vote on any decisions.

Position the Market as the premier Village Market in Victoria, one that is recognised as being vibrant, diverse and unique



Meeting Attendance Summary 2019/20

Name	Position	Attendance
Jo Plummer	Chairperson	6/6
Cr Bernadene Voss	Committee Member	5/6
Cr Marcus Pearl	Committee Member	6/6
Simon Talbot	Deputy Chairperson	5/6
Andrew Danson	Committee Member	5/6

Flour Patisserie's famous macarons

We are growing and keeping our character

Governance



Market Management

The daily operation of the Market is managed by 10.7 full time equivalent staff who are responsible for delivering the key functions of the Market: licencing, operations, marketing, events, administration, customer service and the cooking school.

This team is passionate about the Market and are proud of their achievements outlined in this Annual Report.

The strategic and operational direction of the Market is also aligned to Council's six strategic directions for 2017-2027:

1. We embrace difference and people belong.
2. We are connected and it's easy to move around.
3. We have smart solutions for a sustainable future.
4. We are growing and keeping our character.
5. We thrive by harnessing creativity.
6. Our commitment to you: A financially sustainable, high performing, well governed organisation that puts the community first.

Further information on the alignment to Council's strategic direction can be found on page 50.

The team is passionate about the Market and are proud of their achievements



South Melbourne Market Management team

Award winning gelato from Fritz Gelato



Top L-R: Sophie McCarthy, Meagan Scott; Middle L-R: Karolina Wojtasik, Erin Quin, Michelle Crook; Front L-R: Vicki Bremner, Ross Williamson, Leeyong Soo. Absent: Adam Mehegan, Anu Chandra, Elissa Howard, Victoria Niewalda, Ceyda Sami, Helen Keenan-Dunn, Danielle Bleazby





Sustainable seafood award winners
Josh & Renée from The Fish Shoppe

To be known as
Melbourne’s favourite
market, a unique destination
that celebrates local, is
sustainable and inclusive

Strategic Plans



Past 2015-2020 Strategic Plan

The 2015-20 Strategic Plan outlined the Market’s vision and commitments, and determined the strategic priorities that have guided our business planning processes for the past five years.

Our Vision

“To be known as Melbourne’s favourite market, a unique destination that celebrates local, is sustainable and inclusive, and a place that is trusted and loved by the community. We are the quintessential Village Market.”

Our Mission

The South Melbourne Market will achieve our Vision by:

1. being accessible and inclusive for the whole community;
2. embracing and curating all that is local – including small businesses, product, designers and suppliers;
3. remaining a loved, happy, quirky and experiential destination - full of moments of surprise and wonder;

4. being a trusted destination for fresh, organic, free range and whole food;
5. continuing to be environmentally and economically sustainable – a financially secure urban garden experience, living and breathing green.

Strategic Priorities 2015-20

Priority	Details	Status					Comments
		15/16	16/17	17/18	18/19	19/20	
York St Redevelopment	Redesign and activate York St so traders can operate onto the street and extend hours		●				On hold: Redesign was developed but project was postponed due to prioritisation of required compliance works. It will now form part of the NEXT Project
Food Hall Redevelopment	Upgrade the Market’s Food Hall to attract more shoppers and diners, trigger significant tenant improvements and higher quality fit outs, and overall attract more people to this part of the Market				●		Completed: Food Hall furniture and façade upgraded. Seating and heating installed on Coventry St
York St Car park strategic plan	Prepare a strategic vision		●				On hold: Strategic vision was put on hold due to prioritisation of required compliance works. It will now form part of the NEXT Project
150th Anniversary Celebrations	Plan and implement a Calendar of Events to celebrate our 150 Year Anniversary		●				Completed: Events included exhibition, history walks and free 150th Big BBQ
Sustainability Program	Reduced water usage; Increase solar system to run neutral; introduce closed loop recycling					●	Completed: Solar panels upgrade completed in August 2019. Gaia machine installed in 2016
DDA Compliance	Enhance current OHS practices and manage current DDA requirement to provide well maintained and safe environment					●	Completed: Enhancements to OH&S and DDA compliance an ongoing priority

Alpaca wool clothing from
La Sierra in SO:ME Space



Commenced the
exciting task of
delivering a robust
and innovative
5-year Strategic Plan
to take the Market to
2025 and beyond

Strategic Plans



Strategic Priorities 2015-20 (cont.)

Priority	Details	Status					Comments
		15/16	16/17	17/18	18/19	19/20	
Mix Policy	Continual review of stall mix, increase specialists, offer assistance in visual merchandising and design and create final vision for 2020 Mix merchandising and design, and create final vision for 2020 Mix			●			Completed: Market Mix Policy completed in 2018 Mix percentage changed from 55/45 (General Merchandise vs Food) to 48/52. New licence renewal policy implemented requiring submission of business plan; ongoing program of stall refurbishments
Placemaking	Implementing key placemaking recommendations to further enhance our shoppers experience at the Market					●	Completed: Includes Village Market branding, experiential retail, pop-up culture and night-time economy (Night Market), revisiting Market history
Sponsorship	Secure financial support for signature events	●	●	●	●	●	Incomplete: Sponsorship secured in 15/16 for both major events and for Mussel Festival only in 2019. Sponsorship for cooking school secured for 2015-20.
Improved Governance Structure	Delivered new Market Charter and Governance model				●		Completed: Charter adopted 2018. New Committee commenced 2019

● Completed ● On hold/partially complete ● Incomplete

Future 2021-25 Strategic Planning

This year the Market Committee and Management team commenced the exciting task of delivering a robust and innovative 5-year Strategic Plan to take the Market to 2025 and beyond. Strategic planning sessions were held by the Committee and Management team, and our traders who contributed valuable and insightful ideas at a Trader Strategic Planning workshop in August 2019.

As a result of these sessions, a proposed strategic framework has been developed. The Strategy will now undergo an extensive consultation process to ensure all stakeholders, including our Market traders and community members, provide their input into the future direction of the Market. The new Strategic Plan will be considered by Council in early 2021.

Our traders
contributed valuable
and insightful ideas



So many delicious things to choose from at Pieno Di Grazia



\$779,669 of rent relief provided to traders by Council due to COVID-19 restrictions and closures

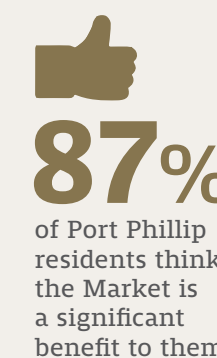
Achievements at a Glance



by our traders



tonnes
milk bottles
recycled



7,983
7,983 orders placed
for our new Order
& Collect service
in response to the
COVID-19 pandemic



COVID-19



A Timeline

Prime Minister Scott Morrison declared the COVID-19 outbreak a national pandemic on 27 February and the World Health Organisation declared it a global pandemic on 12 March 2020. Your Market has been a key part of Port Phillip's response to COVID-19, providing critical support for locals to purchase food and support local businesses.

March 2020

10 March

- In response to concern about growing case numbers, Market commences constant communication to traders and community about COVID-19, with reminders about personal hygiene requirements and staying home if you feel sick
- Cleaning regime stepped-up and security increased

18 March

- All Market's events and activations cancelled for the foreseeable future
- Queuing processes implemented to manage panic buying

20 March

- New social distancing regulations announced requiring the Market and all traders to provide four square metres of space per patron and keeping a distance of 1.5m apart

23 March

- Ban on gatherings in principle places of social gathering is announced requiring restaurants and cafés to move to takeaway or delivery only.

Four square metres of space per patron and keeping a distance of 1.5m apart

Visitor numbers: 26% down on March 2019

29 March

- Victoria moved to Stage 3 restrictions in which people were only to leave home to go to work, study, exercise, get essential food or for medical care. Food stalls were permitted to continue to operate

26 March

- Market launches a contactless 'Order & Collect' service

25 March

- All General Merchandise traders required to close under the Victorian Government's regulations. During the two-month closure traders were supported by the City of Port Phillip with up to 100% rent relief

April 2020

17 April

- Queueing system into the Deli Aisle implemented to manage the density of shoppers in there at any one time. Restricting numbers into various areas of the Market brought with it both positive and negative feedback from the public

- Range of physical distancing measures also implemented:
 - Floor markers installed to assist with 1.5m physical distancing
 - Signage installed around the Market to remind traders and customers of physical distancing requirements

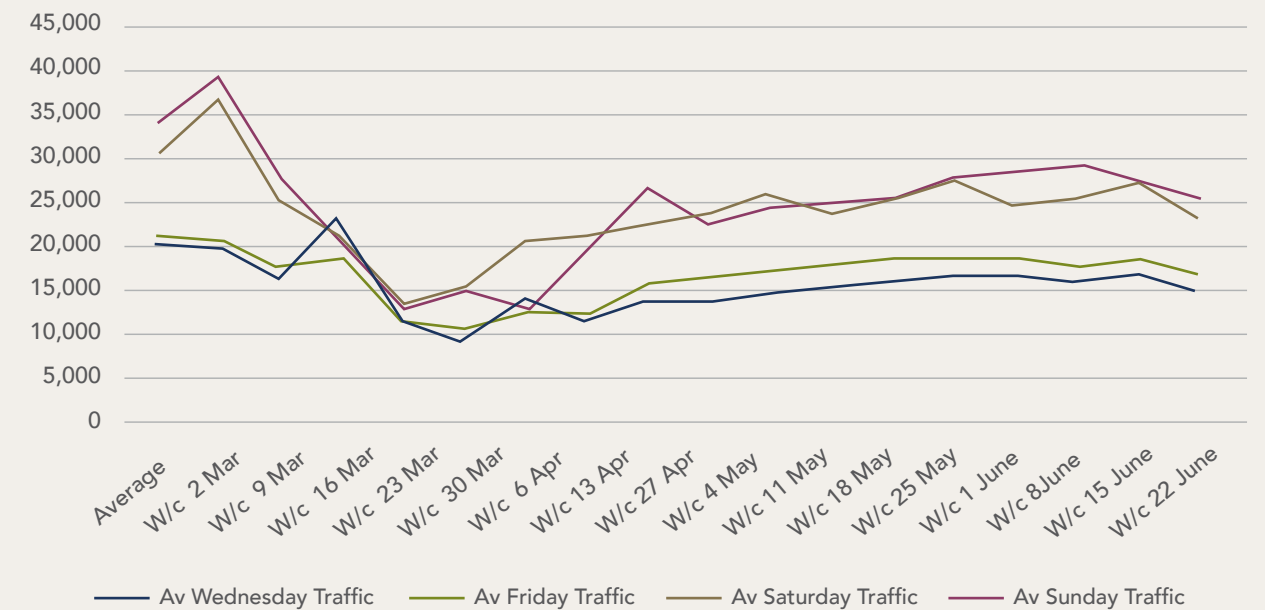
- Bollards placed in the Deli Aisle to assist with queuing
- Additional security onsite to manage customer flow
- Hospital grade cleaning prior to every market day was carried out
- Stallholders placed a limit on how many customers could enter at one time.

- Hand sanitiser dispensers installed in locations throughout the Market and in all stalls
- Regular PA announcements reminding people of distancing requirements, queuing instructions, etc

- All General Merchandise traders remain closed for the month of April

Visitor numbers: 47% down on April 2019

Visitor Numbers by Market Day - COVID-19



After six weeks of closure, the Victorian Government announces Market stalls (non-food) could reopen from 1 June

May 2020

- Food stalls continued to be the only Market businesses permitted to operate.
- Attendance numbers began to increase as the virus appeared to be under control.

Visitor numbers: 12% down on May 2019

June 2020

1 June

- After six weeks of closure, the Victorian Government announces Market stalls (non-food) could reopen from 1 June. Restaurants and cafés could also reopen on 1 June adhering to strict new social distancing guidelines

By late June cases had started to increase and as concern grew, our visitor numbers began to decline again

Visitor numbers 28% down on June 2019

Our Traders



The heart and soul of the Market



“We are always trying to perfect our coffee. We roast our own 4 blend ... When I’m not working, I’m having coffee at other places, trying to perfect ours. I go all over the place tasting other coffees, even as far as Geelong.”

ZIAD KASSAB
BURHAN’S ESPRESSO

“Our clientele expect a lot from us, and they get a lot ... People appreciate good work and that’s what we provide. Our customers understand that they are getting good quality for their money, and we pride ourselves on being able to give it to them.”

MINH SI
SMM MOBILES

Market Traders



Welcome

In 2019-20 the Market licenced a diverse range of stallholders to join the family:

- Cannoleria – September 2020 – golden, crunchy cannoli freshly filled using traditional locally made ricotta and the highest quality ingredients
- Flour Patisserie – October 2019 – Melbourne’s new destination for incredible cakes and famous for its macarons; includes a large range of gluten free and vegan cakes and desserts
- Original Donuts – October 2020 – An old-school donut van serving ball donuts that are sugary on the outside and full of hot red jam on the inside
- Freckly Ollie – January 2020 – luxury children’s wear label advocating sustainably handcrafted fashion for babies through to 7-year-olds designed and made in Melbourne
- Gewürzhaus – August 2019 – family business selling over 350 single-origin spices, herbs, salts, peppers, teas and sugars from around the world
- Miss Nail Bar (new owner) – January 2020 – manicures, pedicures and pampering with 450+ polishes to choose from that are all 5Free
- Vincent’s Meats – March 2020 - certified organic and free range meats specialising in Asian cuts (formerly TOMS Organic Meats)
- Elementary Skincare – March 2020 – offering a range of petrochemical-free products hand crafted in Melbourne using small batch apothecary traditions
- Ruby and Sky – April 2020 – jewellery, clothing, beautiful gifts and natural products that are good for your body, your soul and the planet, proudly supporting local Melbourne and Australian designers

- Turn Melbourne – June 2020 – homewares, wellness and lifestyle products, all of which have been carefully chosen for their ethical and sustainable merits and style
- Luna & Soul Active – June 2020 – creator of ethical and sustainable yoga and activewear.

Congratulations

Trader Anniversaries

Party Provedore (now Market Lotto & News) 30 years.

Awards

In August 2019 Atypic Chocolate received five bronze medals for their chocolate at the RASV Australian Food Awards.

In August 2019 Josh Pearce from The Fish Shoppe won the Young Achiever Award at the New Zealand Seafood Stars Awards. The business was also named the Best Sustainable Seafood Local Retailer at the Marine Stewardship Council Sustainable Seafood Awards in March 2020.

In September 2019 the Simply Spanish team came 7th at the world Paella championships, the *Concurso Internacional de Paella*, in the Spanish city of Valencia. This continues a run of form that includes best Paella outside Spain in two of the last four years.

In February 2020 Fritz Gelato took out five gold medals at the 2020 Australian Grand Dairy Awards for their Matcha Green Tea, Hazelnut, Pistachio Heaven, Chocolate Indulgence and Very Vanilla flavours (they only entered these five flavours, so five from five)!

Vale

We were saddened by the loss of Theo Zahos who in 1967 founded the iconic Aptus Seafoods before retiring in 2001. Angelo (son) and Pedro (son-in-law) are now the faces of the business. Theo loved the Market and amongst his last wishes was a request to have his coffin pass by the Market.

Supporting our Traders through COVID-19

To support our traders during the crisis, Port Phillip Council provided a generous support package in April which included rent relief as follows:

- 50% rent relief for businesses who had a decrease in sales greater than 25% compared with similar period in previous year
- 100% relief for businesses who had a decrease in sales greater than 75% compared with similar period in previous year or if closed.

75 (all) General Merchandise traders, 7 of 39 Fresh Food and 29 of 30 Eateries received rent relief. The total amount of rental support for 2019-20 was \$779,669.

In addition to rent relief, Market Management provided support to our traders through:

- regular updates on COVID-19 and its impact on the Market, including advice and assistance on compliance with regulations and information on what other support was available to traders
- a reopening working bee to spring clean all the stalls that were required to close and prepare them for operating under social distancing measures
- phone calls to each trader to check on their wellbeing
- trader webinars: the Market held a series of webinars to help our traders to prepare their businesses for the “new normal”:
 1. Preparing for success
 2. Restaurants and Cafes reopening
 3. Market Direct Online Shopping website
 4. Marketing for Success (with Small Business Victoria)
 5. Navigating Social Media toward success

Our Traders



The heart and soul of the Market



“Women of all shapes, sizes, colours and ages are my customers and they are looking for something different and personalised... the Market is my forever home. I never want to leave because I feel loved and appreciated by the people who frequent it and it's definitely very ahead of its time.”

ARON KATONA
AARON



“We prefer styles that are timeless and versatile that are not saturated in the fashion market ...I love the community feel as well as the fact that the South Melbourne Market is also progressive and has a vision for the future. That makes it exciting and I want to be a part of that.”

ZARIFA HAMEED
ZARIFA'S COLLECTION

Market Traders



Order & Collect Service

To support our traders and community members, the Market launched a contactless 'Order & Collect' service at the end of March. The service allows community members who are concerned about visiting the Market during COVID-19 to order from their favourite traders, then drive through a collection service in York Street carpark where their goods are delivered into their car boot. As COVID-19 became more concerning this service became more popular. Almost 8,000 orders were placed with our traders between the launch and the end of June.

SO:ME Space

SO:ME Space is an important precinct within the Market that supports the incubation of new businesses. It is a key objective of the Market to nurture emerging businesses and locally designed products; this separates South Melbourne Market from other markets and in particular from other retail precincts and shopping centres. The SO:ME Space is a solid starting place to have an initial tenancy - it is a low-cost opportunity to test and trial new business ventures in a popular retail environment that ensures the Market is providing something different for shoppers every time they come.

Priority is given to businesses that focus on sustainable and locally designed and/or made products. This year SO:ME Space hosted a diverse range of business including:

- MySkincare: Small batch skincare using natural ingredients.
- Elasaad: Australian, hand-made jewellery inspired Ancient Byzantine and Roman traditions.
- Tri Colour Federation: Eco-friendly, Australian made denim clothing.
- Emile O'Connor: Eco-friendly homewares and gifts made with sustainable materials.

In addition to the four short-term pop up locations, SO:ME Space also incorporates permanent tenancies and long-term pop ups for businesses looking to build a relationship and reputation amongst our customers. In line with the Market Mix Strategy, this year four further tenancies were added to the space:

- Freckly Ollie
- Luna & Soul
- Alison Dominy (six month pop-up)
- Chimbu Ambai (three month pop-up)

As a part of the Market's commitment to supporting the local community, the SO:ME Space precinct now houses a dedicated "Community Space" stall which has been trialled with various retail activations and will launch as a free space for NFP's, charities and other community groups towards the end of 2020.

The Market has also earmarked a stall for use by businesses owned and run by First Nations individuals or groups. It is expected that this initiative will launch with the help of the Indigenous Arts team at Port Phillip Council, with the first cohort of stallholders opening for business in the stall in 2021.

Almost 8,000
Order & Collect
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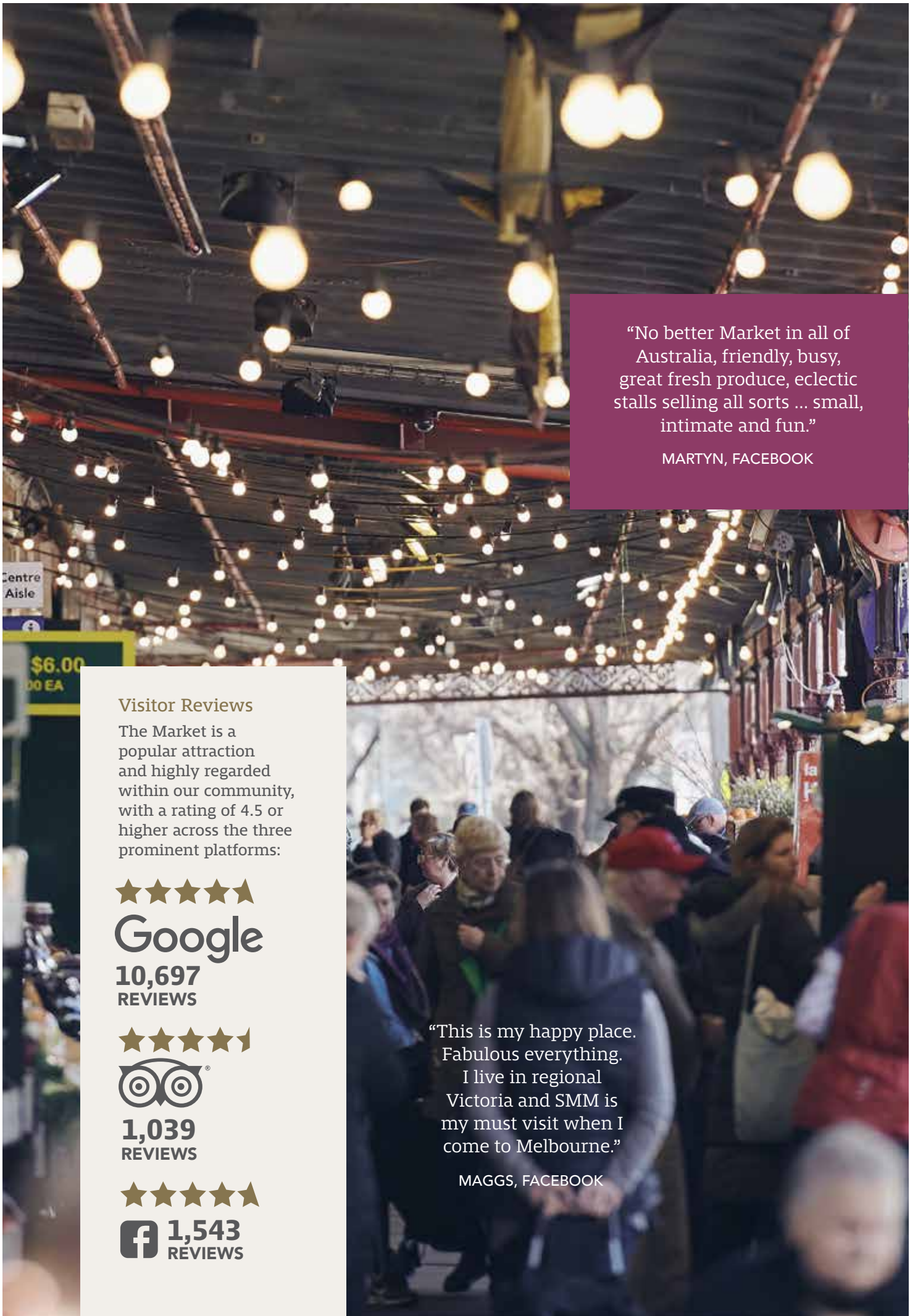


Luna & Soul in
SO:ME Space



Our friendly Order
& Collect team





“No better Market in all of Australia, friendly, busy, great fresh produce, eclectic stalls selling all sorts ... small, intimate and fun.”

MARTYN, FACEBOOK

Visitor Reviews

The Market is a popular attraction and highly regarded within our community, with a rating of 4.5 or higher across the three prominent platforms:



Google
10,697
REVIEWS



Owls
1,039
REVIEWS



f 1,543
REVIEWS

“This is my happy place. Fabulous everything. I live in regional Victoria and SMM is my must visit when I come to Melbourne.”

MAGGS, FACEBOOK

Market Visitation



Customer & Community insights

77% of Port Phillip locals surveyed in the 2020 Council Community Satisfaction Survey told us that they had visited the Market in the past year, while 32% had also attended the South Melbourne Night Market.

Of those that had visited the Market, 90% gave it a positive rating and 87% of all respondents agreed that the Market was a significant benefit to residents.

Based on the Market’s six-monthly exit survey of shoppers, prior to COVID-19, the frequency of visitation remains in line with the past two years with a yearly average of 41 visits.

Fresh produce / Grocery / Food shopping is the primary reason for visiting the Market for 63% of respondents.

Overall, 91% of respondents rate the South Melbourne Market’s products and services on offer as Very Good / Excellent.

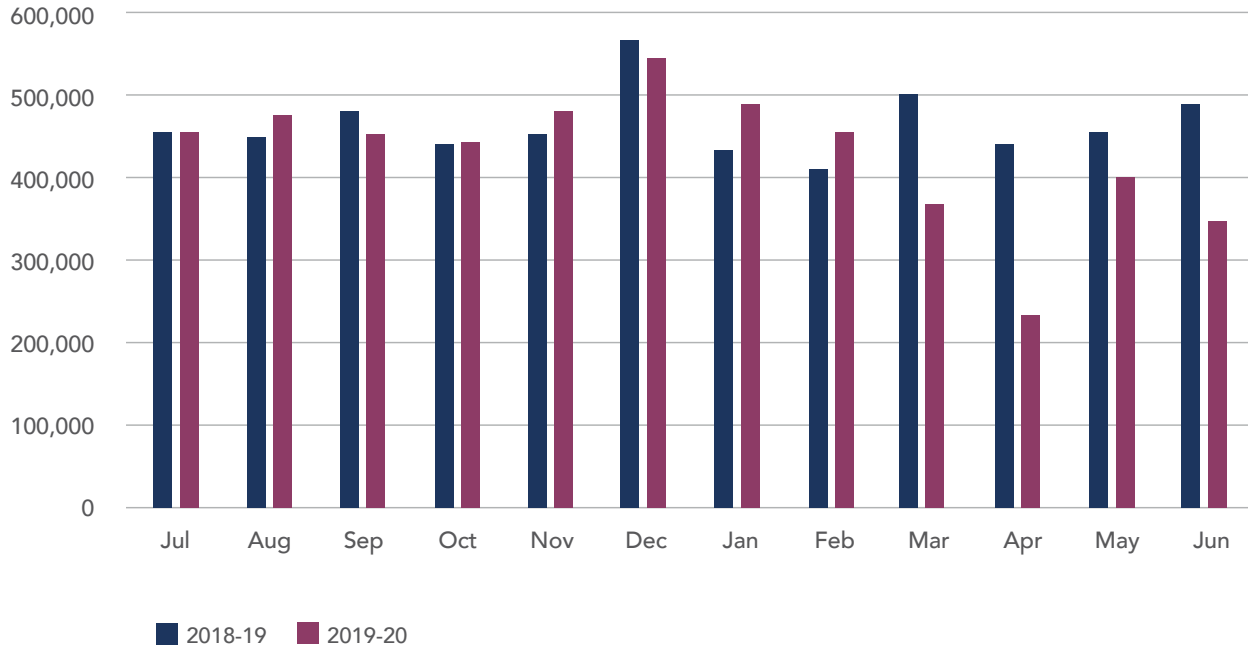
Visitor Numbers

The Market counts the number of people entering and walking around the Market.

The Market welcomed 5,151,854 visitors from July 2019 to June 2020. Mainly due to the impact of COVID-19, this is a decrease of 7.5% on the visitor numbers from the previous year.

As the number of trading days per month varies, we also track the average visitor numbers by trading day (Wednesday, Friday, Saturday and Sunday). These figures show that visitors on each trading day have decreased by an average of 6.9% from 2018-19 to 2019-20.

Visitor Numbers 2018-19 & 2019-20



A bustling summer morning
on Coventry Street

“Always innovating and
introducing new stalls, while
maintaining the old favourites
... this Market has something
for everyone.”

KELLY, FACEBOOK

“It’s the best example
of a Market with beautiful
stalls, a food hall that is
Instagram worthy and
delicious restaurants to frame
the whole experience. There’s
even a psychic under the stairs
and the most glorious French
patisserie that you will have
to experience for yourself.
Indulge and enjoy.”

INEKE, FACEBOOK

Market Visitation



Visitor Numbers

July 2019 – February 2020

- Year to date figures for end February 2020 showed the Market’s visitor numbers were 3.1% up on the previous year.
- Wednesday were up 9% on the previous year as the Night Market moved to a Wednesday for five weeks through January / February and visitor numbers were included in the count.
- Friday was 2% up, with Saturday and Sunday visitor numbers similar to the previous year.

March – June 2020: COVID-19

Visitor numbers from March to June 2020 (1,354,129) were 28% down on the same period in 2018-19 (1,884,827).

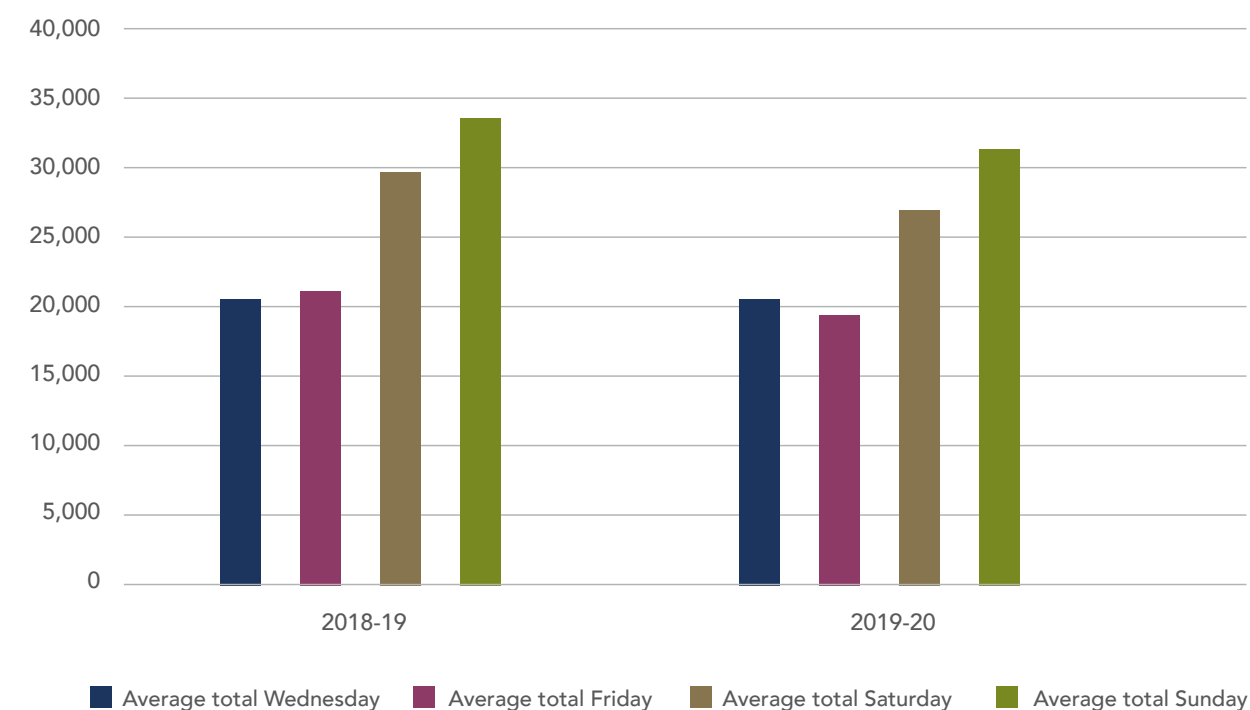
While April saw the largest downturn in visitor numbers at 47% less than April 2019, May saw a slight resurgence reflected by a 12% drop in visitor numbers.

Further information on how COVID-19 impacted visitor numbers can be found on page 16-17.

Year to date
figures for end
February 2020
showed the Market’s
visitor numbers
were 3.1% up on the
previous year



Average Visitor Numbers by Market Day



The City of Port Phillip Mayor and Councillors Dick Gross and Tim Baxter inspect the new solar panel upgrade

The Market is passionate about sustainability and has built a reputation as a leader in its field

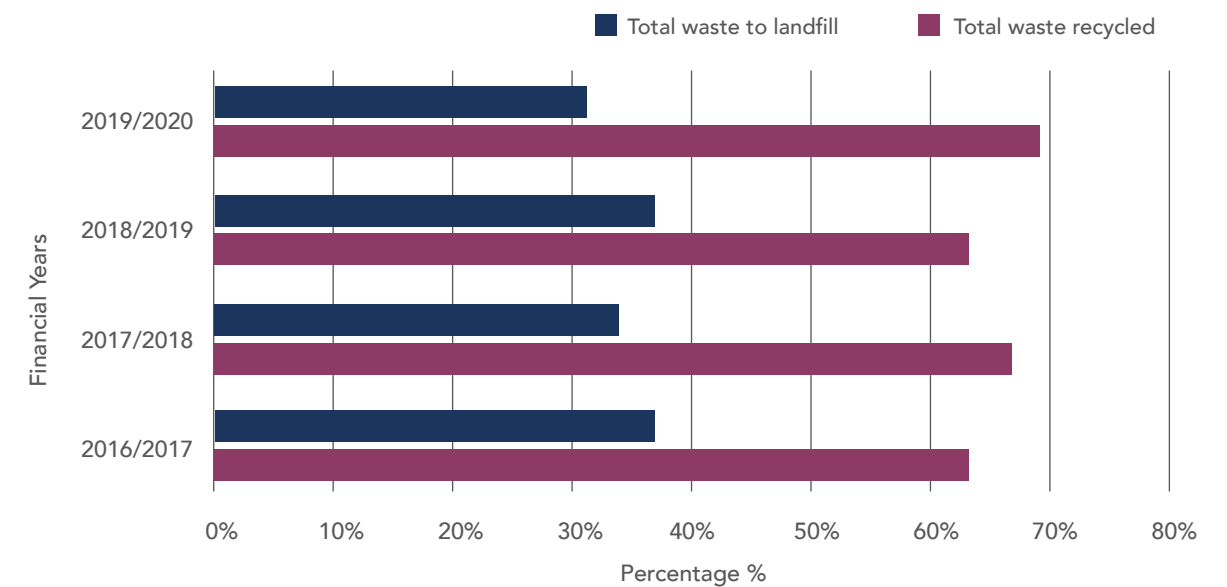


Environmental Impact



The South Melbourne Market is passionate about sustainability and has built a reputation as a leader in its field. This year the Market continued to reduce its impact on the environment, implementing new recycling initiatives to further decrease our waste and to help our traders and community lighten their footprint.

Measuring our sustainable success



14.78 TONNES
glass recycled
= 73,900 latte glasses

GAIA MACHINE
reduced volume of organic waste by **78%**

16,714L
oil collected transformed into **10,028L** bio diesel

122,413
milk bottles diverted from landfill

GAIA MACHINE DIVERTED
19 Garbage trucks of organic waste from landfill

222,222
coffee cups recycled

13,819 Tonnes food collected
= 27,638 meals

5,567.75
RAINWATER USED
= 2 Olympic sized swimming pools worth of potable water saved

164,262.4
solar panel generated
= 42 typical cars being taken off the road per year

309.96 TONNES
cardboard recycled
= 5274 trees saved



In partnership with Simply Cups Australia, in August 2019 the Market adopted a new initiative to recycle coffee cups

The City of Port Phillip Mayor and Councillors Tim Baxter and Dick Gross recycling and reusing their coffee cups

Environmental Impact



Measure	2018-2019	2019-2020
Food collected by SecondBite (kg)	22,800	13,819+
Potable water usage (kL)	25,670	24,790
Rainwater usage (kL)	5,363	5,567.7
Solar power usage (kWh)	48,118*	164,262++
Organic waste input to gaia machine (t)	256	274.8+++
SoilFood output from gaia machine (t)	54	60.6
Commingle waste recycling (t)	12.2	64.5
Green waste to vermicompost (m3)	400	400
Glass collected for recycle (t)	25	14.8++++
Cardboard recycled (t)	245	310
Oil waste collected from market (l)	15,850	16,714
Polystyrene (t)	1.7	56
CO2 emissions saved (t)	tbc	78.4
Milk bottle recycling (t)	1.7	3.6
Shells recycled (m3)	94.5	78.6 (t)+++++
Coffee cups recycled (t)	-	0.4
Waxed cardboard (t)	-	10.6
Hard plastic (t)	-	6
Soft plastic (t)	-	1.3

Notes 2018-2019

* Due to commencement of solar panel installation, data was not recorded in June 2019 so we have taken the figures from June 2018 to give a more realistic 12-month figure

** Commenced shell collection March 2018

Notes 2019-2020

+ Decrease due to impact of COVID-19 on food collection

++ Excluding July and August 2019 figures due to solar panel installation

+++ excluding data for April 2020 due to broken scales and incorrect readings

++++ No collections for May 2020 due to COVID-19

+++++ Reduction due to decreased oyster consumption as a result of COVID-19

Sustainable Initiatives 2019-20

Coffee cup recycling program

Many of our customers love to include a coffee as part of their Market ritual, however thousands of coffee cups end up in landfill every year. Simply Cups Australia, in August 2019 the Market adopted a new initiative to recycle coffee cups. Coffee cups are collected in special recycling units located around the Market and transformed into items of value, like roadside kerbing, car park bumpers, outdoor benches and the rCUP® – reusable coffee cups made from disposable coffee cups!

Public milk bottle recycling program

With the recycling crisis that emerged in 2019, many of our local residents were concerned about what was happening to their waste. As part of Sustainable September 2019, six special milk bottle bins were installed throughout the Market to enable visitors and local residents to drop off their empty milk bottles for the Market's milk bottle recycling program. The program upcycles plastic HDPE into reusable materials such as pipes, pallets and Modwood, a timber look-alike material that was used to make the bins.

Solar panel upgrade

In May 2019 the Market solar panel upgrade project commenced, which saw an additional 612 solar panels installed alongside the existing 32kWp system on the rooftop of the Market. Since the completion of the project at the end of December 2019, approximately 164,262 kWh of electricity has been generated, equating to a saving of close to \$19,200. This is equivalent to powering 28 homes in Port Phillip a year.



SecondBite collected over 13, 819 kg of fresh food from the Market in the last financial year

Environmental Impact



Onsite Worm Farm and Additional Vermicompost Products

Sustainable September 2019 saw the installation of an onsite worm farm using three Hungry Bins. Since 2017, the partnership between Wiggly Recyclers and the Market has resulted in an average of 166 tonnes per year of our organic waste being turned into nutrient-rich garden fertilisers at a worm farm on the outskirts of Melbourne. The vermicompost has been available to purchase as Market Magic (25% worm castings mixed with mushroom compost) since 2017. During Sustainable September 2019 Market Magic Plus (100% worm castings) as well as Organic Worm Juice, were also added to the available product range. 130 units of vermicompost products were sold this year.

Hard and Soft Plastic Recycling

Hard plastics including bread and milk crates are diverted from landfill through a recycling partnership with E-plastics, who aim to responsibly recycle as much plastic as possible from providers such as the Market.

Soft plastics from stalls are collected in our soft plastics (LDPE) bins. They are processed onsite into bales which are then collected by E-plastics, who transform the plastic into new recycled plastic products such as garbage bins, flooring and panelling.

Waxed Cardboard

Waxed cardboard traditionally could not be recycled with other cardboard products due its wax coated surface. At the Market we have found a solution to ensure that the large amounts of waxed cardboard that accumulates doesn't end up in landfill: the bales are collected and processed by AB Recycling who, in collaboration with HighHeat, create fire lighter briquettes. This trademark product is 100% recycled and burns with 80% less carbon monoxide, 30% less toxic airborne particles and 86% less creosote (the particles that block up chimneys) in comparison to regular briquettes on the market.

Comingled Waste Recycling

Comingled waste recycling dramatically increased to 64.51 tonnes this year, with a total CO₂ emissions saving equal to 90.31 tonnes. This sudden increase can be attributed to the new waste contract between the Market, Citywide and Eventcorp which commenced in September 2019.

Sustainability at the Market

Rain Water: The Market's 500,000 litre rainwater tank, collects water from the rooftop car park that is then used for wash-down applications, by florists and to flush the toilets.

Organic Waste Recycling: Organic waste that can't be used in the Market's vermicomposting program is processed onsite by the GaiaRecycle machine, converting it to SoilFood™. SoilFood™ is rich in concentrated nutrients and makes an excellent high-nitrogen, slow release plant fertiliser. Waste that is processed in the Gaia includes coffee grounds, fish offal, prep waste from restaurants and cafés, left over waste from customers, deli waste, bread, high acidic products such as citrus, pineapples, onions and more.

Glass: The Market has an onsite bottle crusher where 100% of the glass at the Market is crushed for recycling. The more glass that is recycled and crushed, the more CO₂ emissions are reduced.

Oil: The majority of oil collected from the Market gets turned into biodiesel which fuels the vehicles owned by the company that collects the oil.

Polystyrene: All polystyrene boxes are compacted at the Market in the poly-compactor and made into polystyrene bricks. This reduces the volume of polystyrene by 98%. The compressed bricks are collected and then melted and remoulded into different plastic products including coat hangers, picture frames, toys, and office supplies and is also used to manufacture wood alternative products such as interior decorative mouldings.

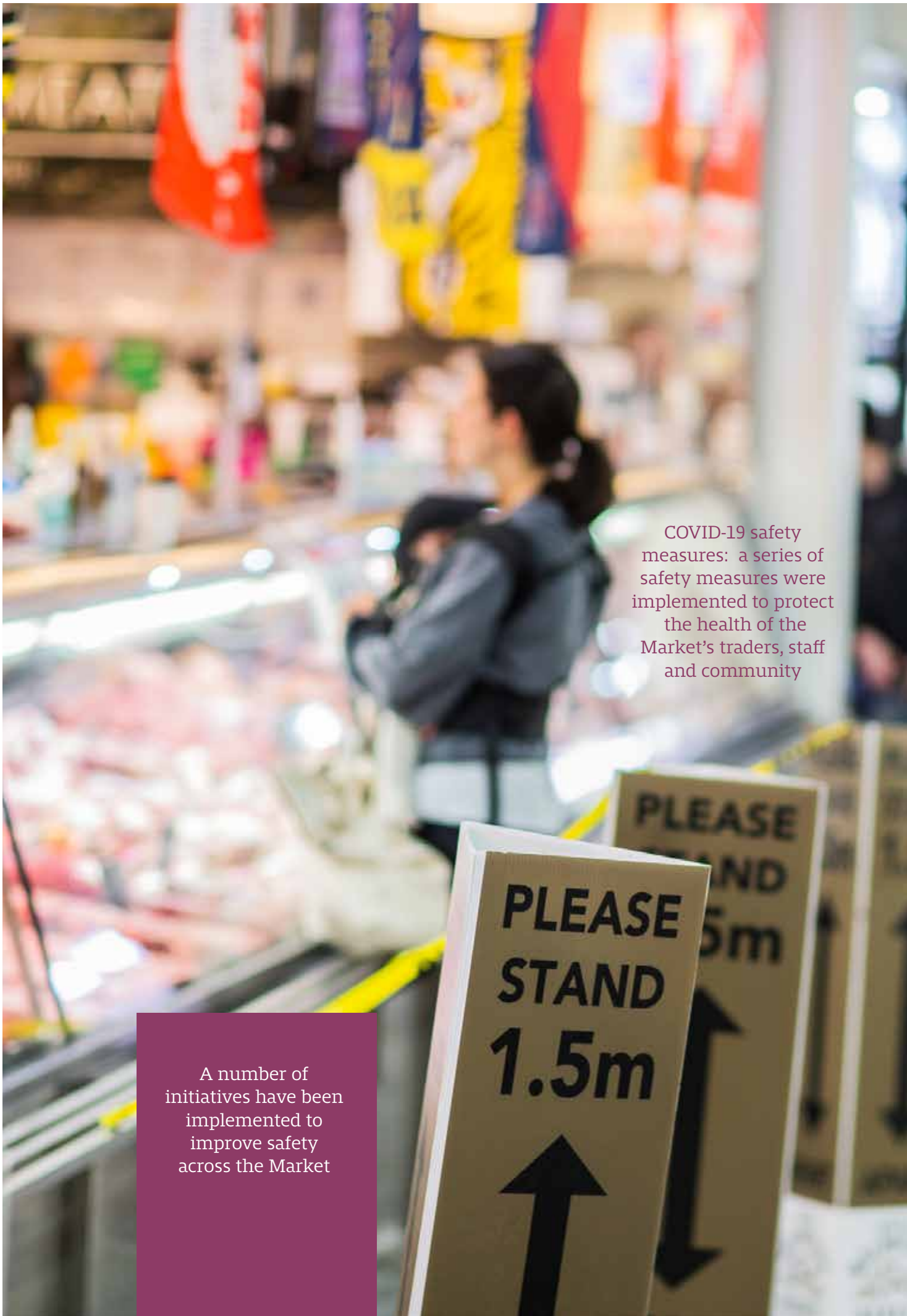
Oyster Shells: In March 2018 South Melbourne Market and The Nature Conservancy teamed up on a shell recycling project to help rebuild the lost shellfish reefs of Port Phillip Bay. This year we processed 78.59 cubic metres of shells to assist The Nature Conservancy rebuild the reef, this is 80% of all shells donated to the project from retail businesses.

In an effort to restore some of these precious ecosystems, The Nature Conservancy collect mollusc shells recycled from seafood traders, restaurants and Port Phillip Mussel & Jazz Festival, and use them to re-establish mussel and oyster reefs at Wilson Spit Reef (Geelong Arm) and Margaret's Reef (Hobsons Bay). Since the program began in 2015 they have restored 2.5 hectares of shellfish reefs – that's the equivalent to the size of the MCG.

This year we processed 78.59 cubic metres of shells to assist The Nature Conservancy rebuild the reef; this is 80% of all shells donated to the project from retail businesses.

Food Collection: SecondBite collected over 13,819 kg of fresh food from the Market in the last financial year. This equates to nearly 27,638 meals to those in need from South Melbourne Market. SecondBite work with over 1,200 community food programs across Australia to redistribute rescued food to those in our community who need it most.

During COVID-19 SecondBite partnered with Port Phillip Community Group who were providing emergency food relief to local organisations and redirected all South Melbourne Market donations to this group. The food remained in the local community and helped crisis support, elderly in public housing, asylum seekers and various meal delivery services.



COVID-19 safety measures: a series of safety measures were implemented to protect the health of the Market's traders, staff and community

A number of initiatives have been implemented to improve safety across the Market

Market Asset Improvement Program



Enhancements to Market

Each year the Market undertakes a program of enhancement to ensure it continues to operate efficiently and to provide a safe and accessible environment for our traders and the community.

Risk

The Market has developed a new risk framework. Sitting underneath this framework, there will be significant work done to further develop our risk register and implement upgraded operational procedures and processes to track controls, actions and provide the Market Committee with assurance.

Safety Actions

A number of initiatives have been implemented to improve safety across the Market, including:

- New site-specific safety manual: a key resource for any person working within South Melbourne Market - including Market staff, traders and contractors - to ensure a safe workplace
- Installation of SINE: a contractor and visitor sign-in facility
- COVID-19 safety measures: a series of safety measures were implemented to protect the health of the Market's traders, staff and community. Measures included increased cleaning of touch points across the Market; daily deep cleans; installation of hand sanitiser dispensers around Market; and increased security to manage numbers in Deli Aisle
- Traffic management plan developed.

Improvements to Stalls

The refurbishment of existing stalls is part of the Market-wide program of re-investment.

The key objective has been to ensure changes are aligned with the current expectations of the South Melbourne Market customer while keeping the Market feel.

Notable refurbishments this year include South Melbourne Market Grocer, Frank's Quality Fruit & Veg, Timeweb Computers, PJ's Plants, Rug Bazar, Padre Coffee, Rod's Fruit & Vegetables, Nutshoppe and Elementary Skincare. Impressive new stall fit-outs include Gewürzhaus and Turn Melbourne.

Improvements to Public Facilities

- Food Hall improvements including:
 - the installation of heaters under the awnings on Coventry St for the comfort of customers during winter
 - improved Food Hall seating and an increase in seating capacity, including an upgrade of tables and the installation of a communal table
- Improved lighting for Aisle G external display areas
- Painting improvements around the Market perimeter
- Lighting upgrade on Cecil St: halogen spotlights replaced with LED lights
- Repair of sections of Deli Aisle floor
- Painting of external areas of Market on Coventry St, Cecil St and York St: Repainting of trellis awnings and weathered areas.

Improvements to Operational/ Back of House Facilities

- Refurbishment of floors in East Aisle waste rooms
- Rooftop carpark: software upgrade of the parking system which also consisted of new boom gate operating units for entry and exit
- Additional spikes installed on perch points around the Market to reduce bird nesting and netting installed in behind food court stalls to prevent bird access.

Improvements to Connectivity

- The NBN has been connected to the Market as well as a fibre optic option.

Each year the Market undertakes a program of enhancement to ensure it continues to operate efficiently and to provide a safe and accessible environment for our traders and the community





“It’s my idea
of heaven.”
The Village Market

Marketing the Market



Brand

South Melbourne Market continues to position itself as The Quintessential Village Market – the local’s place to shop, eat, drink and meet. The creative and communications aim to capture the breadth of cultural and demographic diversity as well as the myriad of reasons that our community is drawn to the Market.

Media

The Market has a mix of traditional, digital and social marketing methods which work together to increase brand awareness and promote the Market’s activities. Advertising is targeted in line with the results of market research, with the primary focus being on the local community and our regular shoppers.

Traditional includes:

- Press advertising (local, street and mainstream)
- In-Market promotion (posters and signage)
- Direct Mail to key catchment areas
- Radio
- Outdoor (billboards)
- Joint promotions with stallholders, Council and community organisations

Digital includes:

- Database marketing (via e-newsletters)
- Social media advertising (targeted)
- Content dissemination via websites and social media platforms for:
 - South Melbourne Market
 - South Melbourne Night Market
 - SO:ME Space

Public Relations

The Market regularly pitches news stories to media titles with a focus on new stall openings, events and celebrations, seasonal produce and sustainability. A PR consultant was also engaged to promote key campaigns during the year including:

- Sustainable September 2019
- Cannoleria Stall Opening and Giveaway 2019
- Gewürzhaus Stall Opening and Giveaway 2019
- Christmas 2019
- South Melbourne Night Market Jan-Feb 2020
 - Number of articles: 36
 - Ad Value: \$107,500
 - PR Value: \$430,000
- Port Phillip Mussel & Jazz Festival 2020
 - Number of articles: 28
 - Ad Value: \$69,750
 - PR Value: \$279,000

Market E-newsletter (EDM)

The Market sends monthly electronic mail to promote upcoming events and news to a Market database of over 55,000 subscribers.

EDM is an integral part of the marketing plan as the database is owned by the Market. The Market audience has a higher than industry average open and click-through rate.

SMM database

- Subscribers: 55,021
- Average open rate: 24.4% (industry average 18.7%)
- Average click rate: 3.1% (industry average 2.8%)

Competitions and promotions

Competitions are used by the Market to further engage with shoppers and the community and to assist in the growth of the SMM database. Competitions during the 19/20 period included *Win a Slide&Hide Neff Oven* and *Win a Trip to Borneo**.

*The Win a Trip to Borneo competition was cancelled during the campaign due to COVID-19.



Trader Profile

Gewürzhaus

Opening in November 2019, Gewürzhaus (meaning spice house), is the newest addition to the Market Food Hall.

The stall offers single-origins spices, herbs, salts, peppers, teas and sugars from around the world, alongside over 100 unique small-batch blends which are exclusive to Gewürzhaus and made on a weekly basis, ensuring freshness and the highest quality.

The business is the brainchild of German-born sisters Eva (pictured) and Maria Konecsny, whose mission is to inspire people to cook at home, try new recipes and create traditions to cherish for years to come. For Eva and Maria, the products in their stall are inextricably linked with happy memories and traditions, having grown up in a family of home bakers. Preserving the traditions of four generations of women in their family is at the heart of what they do, and they cherish the process of cooking together with kids and sharing recipes that they loved growing up.

The Gewürzhaus team have a reputation for providing old-fashioned, personalised customer service, and customers are encouraged to open tubs of spice to smell, see and feel like you did when you were in your grandmother's kitchen.

To help reduce waste they encourage customers to bring in their empty Gewürzhaus jars for refills, offering a 10% discount on contents.

Marketing the Market



Website

The Market's website southmelbournemarket.com.au is used as a public-facing source of information about the Market. The site is mobile-responsive, with over half of users accessing the device from a smart phone or tablet. The community is kept up to date on Market traders, news and upcoming activities and events through the site.

Social Media

Social media continues to be an important marketing tool for the Market. Our following and engagement on both Instagram and Facebook continue to grow and provide us with an insight into our visitors' experiences. The platforms are also used for targeted advertising campaigns, competitions and brand awareness.

COVID-19

The full effect of the health crisis came into play in March and had several key impacts on the annual Marketing plan, including:

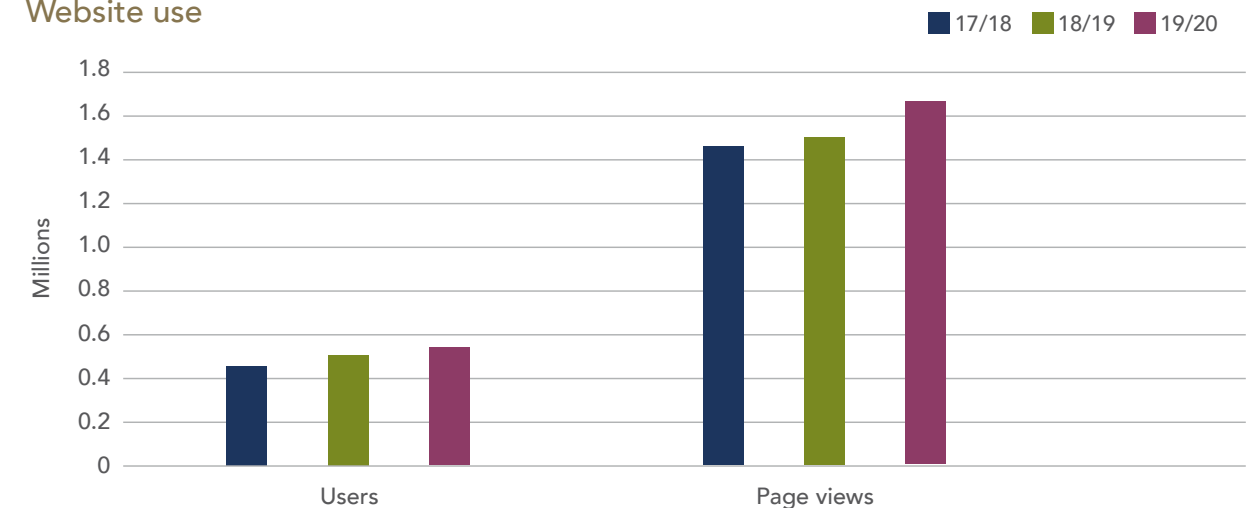
- Cancellation of Win a Trip To Borneo Competition in partnership with Malaysian Airlines
- Temporary suspension of print material available at the Market
- Postponement of all planned interstate / international promotional activity and publicity
- Significant reduction in Easter campaign
- Reduction in Mother's Day campaign
- All brand advertising was suspended during the lockdown and resumed when the Market fully opened again.

A significant spike in website visitation was also experienced in late March, in line with government restrictions being announced. The communications plan pivoted to promote our newly introduced Order & Collect Service and work commenced on SMM Direct, a new online shopping platform for the Market.

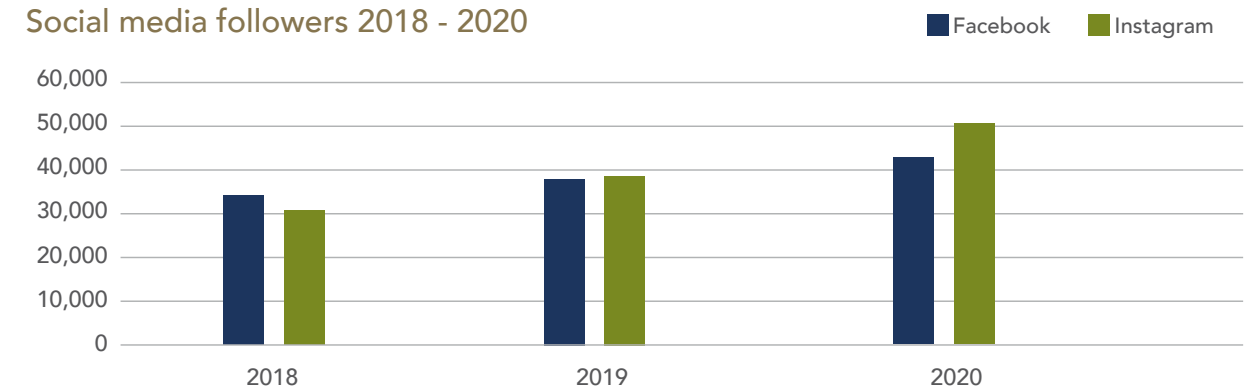
Our following and engagement on both Instagram and Facebook continue to grow and provide us with an insight into our visitors' experiences



Website use



Social media followers 2018 - 2020



Free pickling class at the NEFF demonstration kitchen



The cooking school was due to celebrate its 10th anniversary this year; instead we give it a fond farewell

Learning at the Market



School Tours

School tours are one of the key ways the Market teaches the next generation about the importance of sustainability in our food systems, supporting small businesses and reducing waste by transforming it into valuable resources. Between July and February, the Market conducted 15 tours with schools ranging from St Leonard's in neighbouring Brighton, to the annual visit from Woodleigh School in Langwarrin. The tours give students an opportunity to hear directly from traders about where their food comes from, why customers should care about how their food is grown, and why you should always use a waxy potato in a salad! Students also get to go behind the scenes to see the Market's award-winning waste system and are often pleasantly surprised to find the Gaia machine's SoilFood smells a bit like Christmas cake.

The Neff Market Kitchen

Between July 2019 and March 2020, the Market's cooking school, *The Neff Market Kitchen*, ran 152 classes, with 56 Cooking Classes, 52 Master Classes, 15 Market2Table classes, and 22 Kids-Can-Cook Classes to entertain budding chefs during the holidays. The cooking school welcomed a range of new chefs to the fold including Masterchef alumni Anushka Zargaryan who shared her famous honey cake with honeycomb, James Kummrow of Italian favourite Fatto Bar & Cantina, and Marco Valcarcel Alonso from St Kilda hotspot Pontoon. While the average occupancy rate for classes (80%) was down on last year, the classes continued to receive outstanding feedback, with 98% of participants rating the class as excellent (86%) or very good (16%).

With the announcement of COVID-19 restrictions in March, the Market suspended all classes at the cooking school. 43 classes were cancelled, and another 16 classes postponed in the hope they could be rescheduled when restrictions eased. Unfortunately, due to the intimate nature of the space it was not viable to resume classes under social distancing measures. As these measures were expected to be in place for some time, the Market made the difficult decision to permanently close *The Neff Market Kitchen*.

The cooking school was due to celebrate its 10th anniversary this year; instead we give it a fond farewell and thank our dedicated team of Melbourne's best chefs for sharing their knowledge and passion with over 15,000 cooking enthusiasts. Delicious food made with great local produce is part of our DNA and we look forward sharing our passion for cooking in a variety of formats in the future.

Discovering all the Market has to offer with a guided tour





Enjoying the Market at twilight

This year's South Melbourne Night Market featured over 17 specialty general merchandise pop-up stalls, 12 food trucks, six food marquees and four food carts

Market Events and Activations



Major Events

South Melbourne Night Market

The South Melbourne Night Market was held over summer for its twelfth season in 2020. Taking over the Market precinct, the Night Market brought the Market to life at twilight, providing visitors with delicious food, entertainment and Market shopping.

To help benefit permanent Market traders, the event was moved to a Wednesday (Market day) and hours were extended, with the Night Market running from 12 noon – 9:30pm. Given the changes, the event was held over a shorter season from 8 January to 5 February. The new event format provided an opportunity for visitors to enjoy the event in the sun and to showcase the regular Market to first-time visitors.

This year's South Melbourne Night Market featured over 17 specialty general merchandise pop-up stalls, 12 food trucks, six food marquees, four food carts, and nearly all of the Market's regular traders were open.

As well as dozens of food options, visitors were entertained by local musicians each week bringing an exciting line-up of indie, RnB, folk, pop, rock and Latin, to this much-loved event.

Jetty Road Brewery were a key sponsor of the event, along with the Sydney Swans who hosted a pop-up activation at the Night Market with lots of locals chatting about the days of 'the Bloods'. These partnerships were a great addition to this event series in 2020.

South Melbourne Night Market Budget

	Actual	Budget	Variance
Expenses	-\$230,519	-\$220,934	\$9,585
Income	\$93,676	\$150,000	-\$56,324
Net total	-\$136,843	-\$70,934	-\$65,909

Income variation

Due to the change in the layout to enable the event to run while the Market was fully open, the number of additional Night Market vendors we could accommodate was reduced significantly this year. This impacted the overall income by \$33,000. The event secured sponsorship but this fell short of the budgeted amount by \$25,000.

Expenses

The expenses reflected operational costs such as traffic management including heavy vehicle mitigation, security, infrastructure hire and electrical contractors.

Free live entertainment at the Night Market



Enjoying a drink from Jetty Road, sponsor of the 2020 Night Market and Mussel & Jazz Festival



La Nuit Blanche performing at the Port Phillip Mussel & Jazz Festival

Over 76,000 visitors headed to South Melbourne Market over the Labour Day Long weekend

Crowds were also treated to amazing jazz performances from some of the best musicians in Melbourne

Market Events and Activations



Port Phillip Mussel & Jazz Festival

Over 76,000 visitors headed to South Melbourne Market over the Labour Day Long weekend (7 & 8 March) with seafood lovers devouring close to seven tonnes of mussels at the 2020 Port Phillip Mussel & Jazz Festival.

Now in its seventh year, the Festival continues to be a highlight on the event calendar over the long weekend. Punters 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. Some of Melbourne's top chefs and restaurants were part of the event including 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 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.

This year the Market actively encouraged visitors to dispose of their oyster and mussel shells in

the designated bins, so they could be sorted and sent onto The Nature Conservancy to recycle back into Port Phillip Bay.

Again, we thank Jetty Road Brewery for their support as our key sponsor, along with Malaysian Airlines who supplied a giant fibreglass orangutan as part of their onsite activation.

Major Event outcomes

Both the Night Market and Mussel & Jazz Festival deliver key benefits to the Port Phillip Community:

- Connecting our community
- Free community events for all ages
- Free live entertainment supporting local and emerging artists
- Support small, independent local businesses
- Flow on economic benefit to local Market and South Melbourne businesses
- Showcase the Market and surrounding areas to new visitors.

The feedback from the Market's market research showed overwhelming community support of the events:

- Night Market
 - 99% of attendees stated that the event was a benefit to the local community
 - 82% rated the event as very good/excellent.

- Mussel & Jazz Festival
 - 97% of attendees stated that the event was a benefit to the local community
 - 88% rated the event as very good/excellent.

Market Events and Activations

July

- School Holiday program: Encouraging kids to get involved in cooking with our Kids Can Cook program, hosted on Market days
- Bastille Day roving entertainment

August

- Craft Cubed: As part of Craft Victoria's Craft Cubed festival, we invited interested participants to join a macramé workshop and learn to tie basic knots to create a stylish and modern plant hanger
- The Market hosted the Melbourne leg of the not-for-profit *RU OK? Trust The Signs Tour*, which aimed to promote awareness of mental health. The event was hosted on Coventry Street, with free activities and giveaways, along with a segment filmed for The Living Room, featuring a cooking challenge with Miguel Maestre and Barry Du Bois
- Live N Local: Three local Port Phillip acts performed live and free on Cecil Street, entertaining Saturday morning shoppers.

Port Phillip Mussel & Jazz Festival Budget

	Actual	Budget	Variance
Expenses	-\$140,755	-\$98,200	-\$42,555
Income	\$70,763	\$40,000	\$30,763
Net total	-\$69,992	-\$58,200	-\$11,792

Income variation

Sponsorship by Jetty Road Brewery was secured for this event along with strong participation fees by our pop-up vendors meant that we improved on our budgeted income.

Expenses

The original budget did not reflect the true cost of the infrastructure requirements including road closures, traffic management, security and hostile vehicle mitigation. The extra costs were partially picked up by the increase in revenue with a budget shortfall of \$11k.



As part of Sustainable September, we welcomed a resident artist to our Community Space for the month of September

Market Events and Activations



Market Events and Activations

September

- **Sustainable September:** A month-long campaign promoting environmental sustainability at the Market featuring DIY vegan skincare; upcycling plastic bags and DIY beeswax wraps workshops. There were also free cooking demonstrations with Leftover Lovers and sustainability tours. School holiday classes included decorating reusable bags and growing sprouts.
- **Father's Day:** Online promotion for gifts and experiences at the Market to celebrate Father's Day.
- **Artist in Residence:** James Price. As part of Sustainable September, we welcomed a resident artist to our Community Space for the month of September. James created drawings and paintings of Market life on upcycled materials from the Market and displayed these in a pop-up exhibition space.

October

- **Ride2Work Day:** Ride2Work Day is a national celebration of cycling culture and an opportunity for people who have thought about cycling to work to try it for the first time. The Market hosts a free breakfast on Cecil Street.
- **Seniors Festival:** The Market participated in Seniors Festival with historical tours around South Melbourne incorporating the Market.

November

- **Shop By Bike:** Free activation promoting people to shop by bike instead of their car. Tips, bike tune-ups, giveaways and prize draws held as part of Port Phillip's Festival of Everyday Riding.

December

- **School Holiday program:** Encouraging kids to get involved in cooking
- **Christmas celebration:**
 - Christmas Gift Guide
 - Roving Santa and his elves
 - Ham & Turkey Buyers Guide
 - Market Jazz
 - Santa's Mailbox
 - Sacred Heart Gift Wrapping Station

January

- **South Melbourne Night Market** (see Major Events)
- **Australia Day**

February

- **South Melbourne Night Market** (see Major Events)
- **Lunar New Year** – Traditional lion dances drummed and performed their way around the Market to celebrate Lunar New Year

March

- **Port Phillip Mussel & Jazz Festival** (see Major Events)

April – June

All planned events and activations between April – June were cancelled due to COVID-19. Cancelled events include:

- Easter activations (Easter Bunny, Face Painting, Egg Hunt)
- Australia's Biggest Morning Tea

Monthly Activations

Free Bike Repairs: The Market teamed up with City of Port Phillip's Sustainable Transport Team and Back2Bikes to offer free bike tune-ups and spread the word about upcoming bike infrastructure projects and events in City of Port Phillip. The workshops take place on the fourth Saturday of each month and commenced back in 2018.

Market Tours: The Market conducts monthly guided tours where participants get to sample the Market delights, meet specialist traders and have a Market adventure that is unrivalled and unforgettable.

Not-for-profit, Charity and Community Support

The Market has hosted many not-for-profit and community pop-up stalls through 2019-20:

- **July:** MacKillop Family Services pop-up
- **August:** Daffodil Day – Cancer Council; RUOk Day activation
- **September:** Melbourne University FoodBank pop-up; Friends of ABC pop-up; Teen Clothes Swap
- **October:** Polished Man fundraiser; Ride2Work Day
- **November:** Community Art Project – The Port Phillip Dragon
- **December** – South Melbourne Park Primary street stall; Sacred Heart Christmas gift wrapping; Men's Shed Charity Stall
- **January:** Fundraising for Red Cross Bushfire Relief Appeal;
- **February:** Port Phillip community consultation

A Beautiful Food Experience

The Market's Cecil Street restaurant precinct again banded together to present this not-for-profit community event each month in 2019. The monthly luncheon is led by Koy Restaurant and feeds over 100 people experiencing loneliness and isolation in the community.

Bushfire Appeal

During January and February, the Traders and Market and Port Phillip Council staff volunteered their time to raise money for the Red Cross Bushfire Relief Appeal and were able to donate over \$11,000 to the charity.

Fundraising

The Market has also donated prizes to local Port Phillip schools, kindergartens and charities for fundraising purposes.



The Market is well signed with welcome signage and trading hours at all entrances, wayfinding floor graphics and hanging signage as well as external branding

Market Accessibility



Physical Accessibility

The Market is easy to get to by bike with plenty of bike parking located around the Market.

It is also easily accessible by car with 274 car spaces on the undercover rooftop and 75 car spaces available in the York Street car park.

The Market also continues to offer two hours free on-site parking to all shoppers on Market trading days.

A lot of locals choose to walk or catch public transport, with the No. 96 tram stop located behind the Market and other tram and bus options on Cecil and Coventry Streets.

Wayfinding

Maps are displayed throughout the Market in strategic locations and Market brochures are distributed to hotels, hostels and information centres throughout the CBD, City of Port Phillip and surrounding areas.

The Market is well signed with welcome signage and trading hours at all entrances, wayfinding floor graphics and hanging signage as well as external branding.

The Market Office continues to be a positive addition to our wayfinding strategy, with many shoppers asking for directions to stalls or how to find certain products or facilities.

COVID-19

During the coronavirus pandemic the Market was required to reduce visitor numbers into the Deli Aisle precinct to comply with the 1 person per 4 square metres regulation.

Entry points were reduced to York St / Aisle G and the Food Hall so that numbers of people entering could be calculated and there were only two main queues to manage.

New wayfinding signage was installed around the Market to indicate these changes and direct people to the appropriate entry points to the Deli Aisle.

Social distancing measures in the Deli Aisle



A Market mural in the York Street carpark



Ready to weigh your potatoes
at Georgie's Harvest

Capital expenditure 2019 - 2020

	2019/20 \$000	2018/19 \$000
South Melbourne Market Renewal Works	280	273
Stall Fit Outs	215	125
South Melbourne Market Solar PV	593	86
SMM Dynamic Parking Signs	7	-
SMM Public Safety Improvements	69	-
Building Compliance Works	55	273
Total Capital Expenditure	1,219	757

2019-20 Financial Overview



Due to COVID-19, the Market's income was significantly impacted, with \$780,000 given in rent relief, a fall in car parking income due to low visitation, and the closure of the Market's cooking school.

Expenses were also significantly impacted by COVID-19, as well as the increased commitments for the new security and cleaning contracts.

The 2020/21 financial year will bring similar challenges and will focus on business recovery and a plan towards financial sustainability.

South Melbourne Market Financial Report 2019-20

	2019/20 \$000	2018/19 \$000	Change	% Change
Income				
Licence Fees	6,664	6,366	298	5%
Less Covid 19 Rent Relief Package	(780)	-	(780)	-
Parking fees	435	581	(146)	(25%)
Cooking School Income	107	266	(159)	(60%)
Other Income	253	235	18	8%
Total Income	6,679	7,448	(768)	(10%)
Expenses				
Employee Costs	1,594	1,561	33	2%
Advertising, Events and Publicity	529	580	(51)	(9%)
Contract Payments	2,910	2,434	476	20%
Professional Services	368	842	(474)	(56%)
Utilities, Insurance, Taxes & Levies*	944	976	(32)	(3%)
Bad and doubtful debts	64	(1)	65	(4588%)
Depreciation and amortisation	1,267	1,320	(53)	(4%)
Loss on Disposal of Assets (Non Cash Item)	222	-	222	-
Capital Reclassified as Operating Expenses	139	-	139	-
Borrowing costs	-	-	-	-
Head Office Costs	136	130	6	5%
Other expenses	261	122	139	114%
Additional COVID 19 related expenses	178	-	178	-
Total Expenses	8,612	7,964	649	8%
Operating surplus/(deficit) for the year	(1,933)	(516)	(1,418)	(275%)
Adjustments for non-cash operating items:				
Add back depreciation	1,267	1,320	(53)	4%
Add back written-down value of asset disposal	222	-	222	0%
Adjustments for investing items:				
Less capital expenditure	(1,219)	(757)	(462)	(61%)
Adjustments for financing items:				
Cash Surplus/(Deficit) for the Year	(1,663)	47	(1,711)	(3607%)

Alignment to Council Plan

We embrace difference and people belong

The Market is a place where people from all walks of life can connect and are embraced as part of the Market family. No matter what age, religion or cultural or socio-economic background, visitors are welcomed by our traders, who provide a wide range of goods and services to cater to our diverse community.

The Market celebrates cultural diversity through its events and activations - from the lettuce eating lions at Lunar New Year to the cracking of eggs for Greek Easter, our customers and traders have the opportunity to share their family traditions with the wider Market community.

At the Beautiful Food Experience lunch series, locals experiencing isolation and loneliness could share food, laughter and stories, while the R U OK Day event brought much needed attention to the role we all have to play in supporting mental health in our community.

Through our social media channels, the Market has fostered an online community, sharing customers' and traders' stories and experiences.

We are connected and it's easy to move around

The Market is easily accessible by tram, bus, bike and car and is a favourite stop of the Community bus service route.

We have significant bicycle parking to encourage our customers to use sustainable transport when visiting the Market. During peak periods, we have a team on board to manage the flow of traffic around the Market and ensure safe road crossing for those visiting us on foot.

Our new Order & Collect service allows customers to do a drive through pick-up of Market goods and continue supporting our traders without having to shop in person; many of our traders have also commenced home delivery services to connect those who cannot visit us.

The Market is a place where people from all walks of life can connect and are embraced as part of the Market family



We are growing and keeping our character

Each year the Market undertakes a program of operational and aesthetic upgrades to ensure we remain accessible and can continue to operate safely and efficiently as our visitor numbers steadily grow. The health and safety of our traders, staff and community is a key priority at the Market and is central to its ongoing success.

The Market works with our long-standing traders to refurbish their stalls to cater to Port Phillip's changing demographic, and each year new stalls are introduced to ensure we continue to offer a range of products and services that align with the needs of our community.

The Market's long and unique history is important to our community and all changes at the Market are made ensuring that the Market's quirkiness, ambiance and eclectic character remain.

We thrive by harnessing creativity

The Market is an authentic, thriving retail precinct that has become one of most popular experiences in Melbourne. Through a robust Market Mix Strategy, the Market has curated a distinctive mix of creative and passionate traders, welcoming eleven new small business to the family this year. The SO:ME Space is an incubator for local designers, artists and makers, providing a low-cost opportunity to take their first steps into retail and gain exposure in a renowned location.

The Market cultivates the arts and culture through an annual series of free events and activations that draw visitors from across the city. The Night Market moved to Wednesdays this year to showcase our regular traders to visitors to the event, and the Port Phillip Mussel & Jazz Festival has transformed what was once one of the quietest weekends of the year into the Market's busiest. Smaller events and promotions are woven throughout the year and the Market works with traders to bring a sense of theatre to the daily life of the Market.

Our commitment to you

We are committed to ensuring the Market is a high performing business that remains relevant to our traders' and community's needs.

The Market regularly conducts market research to monitor the shopper demographic, frequency of visitation, reason for visit and shopper's views on the products and services on offer. We also seek ideas and feedback from our traders through surveys, workshops and regular trader meetings.

As part of the licence renewal process, our traders are required to develop a business plan to prepare for their future success, and our Expression of Interest Policy ensures that the selection of new businesses at the Market is a fair and transparent process.

The Market's performance and future direction is overseen by an independent, skills-based Committee who are accountable to the City of Port Phillip community. The Committee and Management Team are committed to providing great experiences in a safe, accessible and inviting environment, and are working towards a financially sustainable future.

southmelbournemarket.com.au



THE
VILLAGE
MARKET

Wed 8am – 4pm
Fri 8am – 5pm
Sat 8am – 4pm
Sun 8am – 4pm

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