



SOUTH MELBOURNE MARKET COMMITTEE

MINUTES

7 OCTOBER 2021



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**MINUTES OF THE SOUTH MELBOURNE MARKET COMMITTEE
HELD 7 OCTOBER 2021 VIA WEBEX**

The meeting opened at 6:00pm.

ATTENDING MEMBERS

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

ATTENDING OFFICERS

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

The City of Port Phillip respectfully acknowledges the traditional owners of our land. We pay our respect to their Elders, both past and present. We acknowledge and uphold their continuing relationship to this land.

1. APOLOGIES

Nil.

2. CONFIRMATION OF MINUTES

MOVED Members Danson/Cunsolo

That the minutes of the South Melbourne Market Committee held on 5 August 2021 be confirmed.

The MOTION was CARRIED.

3. DECLARATIONS OF CONFLICTS OF INTEREST

Nil

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4. ACTION ITEMS

Nil.



5. SOUTH MELBOURNE MARKET REPORTS

5.1 EXECUTIVE DIRECTOR'S REPORT

Purpose: To update the Committee on recent Market activities.

The Committee noted that

- Market Management (MM) had overall received good results in the Trader Survey.
 - There was a significant improvement in trader satisfaction with the way the Market was managed compared to the 2019-20 survey.
 - The NPS was measured for the first time. The score (32) was good but is an area for improvement.
- There was over 1000 orders for SMM Direct in September.
- The commission for SMM Direct has increased to 10% to cover the significant operational costs.
- The service is continuing to be reviewed; Market Management (MM) will provide a new budget and structure to the Committee in the coming months.
- In the new model a small profit will be made based on volumes being met; MM would like to reinvest the profit back into the service to ensure continual improvement.
- Due to lockdowns there had been a lot of fluctuations in the order numbers; MM will be able to make a better assessment on the popularity of the service after the Christmas period.

MOVED Members Talbot/Danson

That the Committee:

1. Note the Trader survey results.
2. Note the SMM Direct update

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 while numbers were still significantly impacted by lockdown restrictions, weekends were starting to get a bit busier as restrictions eased.

MOVED Members Cunsolo/Pearl

That the Committee note the attendance report.

The MOTION was CARRIED

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5.3 FINANCIAL REPORT

Purpose

1. To present to the Committee the Final End of Financial Year results for 2020/21.
2. To present August 2021 month end results

The Committee noted:

- That due to the changes in accounting for depreciation and rent relief, the Market made a small operating profit in 2020/21.
- That 41 traders had been onboarded to SMM Direct

MOVED Members Talbot/Danson

1. That the Committee support the end of 2020/21 financial year final report
2. That the Committee support the August 2021 month end report
3. That MM provide the Committee with an update on SMM Direct financials.

The MOTION was CARRIED.

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5.4 SUSTAINABILITY REPORT

Purpose: To provide the Committee with an update on how the Market is tracking on sustainability initiatives at the Market.

The Committee noted that:

- The Market continues to achieve good results from their sustainability initiatives
- A sustainability mural will be installed in East Aisle in early 2022 to promote what the Market is achieving in the environmental sustainability space.

MOVED Members Pearl/Cunsolo

That the Committee note the sustainability report

The MOTION was CARRIED.

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5.5 TRADER UPDATE

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

MOVED Members Danson/Cunsolo

The Committee note the Trader Update.

The MOTION was CARRIED.



5.6 SMM PROJECTS UPDATE

Purpose: To update the Committee on the status of major projects at the Market.

The Committee noted:

- That there had been a delay on some of the projects due to difficulty in getting the required permits from Fire Rescue Victoria (FRV); this was due to under resourcing at FRV and was impacting projects across the board at City of Port Phillip and the Market.
- That an assessment of the fire in the Gaia machine soil food had been completed. Mitigation measures including fire retardant bins and retraining of staff had been implemented, however the machine was currently not being used while a full review of the ongoing safety management and options for treatment of the organic waste was being undertaken.

MOVED Members Pearl/Talbot

That the Committee note the project update report.

The MOTION was CARRIED.

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6. PUBLIC QUESTION TIME

Nil.

7. CONFIDENTIAL BUSINESS

MOVED Members Danson/Pearl

That in accordance with Section 77(2)(a) of the Local Government Act 1989 (as amended), the meeting be closed to members of the public in order to deal with the following matters, that are considered to be confidential in accordance with Section 89(2) of the Act, for the reasons indicated:

No.	Item	Reason
7.1	Governance Review	89(2)(a). Council business information, being information that would prejudice the Council's position in commercial negotiations if prematurely released.
7.2	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.
7.3	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.
7.4	Port Phillip Mussel & Jazz Festival Alternative - Proposal	89(2)(a). Council business information, being information that would prejudice the Council's position in commercial negotiations if prematurely released.
7.5	Sponsorship and Partnership Strategy	89(2)(g(ii)). private commercial information, being information provided by a business, commercial or financial undertaking that if released, would unreasonably expose
7.6	Debtor report	89(2)(h). confidential meeting information, being the records of meetings closed to the public under section 66(2)(a).
7.7	Confidential Director's Report	89(2)(a). Council business information, being information that would prejudice the Council's position in commercial negotiations if prematurely released.
7.8	SMM NEXT Project Summary Report (Council Draft)	89(2)(a). Council business information, being information that would prejudice the Council's position in commercial negotiations if prematurely released.
7.9	Confidential Action Items	89(2)(h). confidential meeting information, being the records of meetings closed to the public under section 66(2)(a).

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7.1 0	2020/21 Annual Report	89(2)(h). confidential meeting information, being the records of meetings closed to the public under section 66(2)(a).
7.1 1	Committee Calendar: 3-month forward look	89(2)(a). Council business information, being information that would prejudice the Council's position in commercial negotiations if prematurely released

The MOTION was CARRIED.

The public section of the meeting closed at 6.21pm

Confirmed:

Chairperson _____