



# Quarterly Performance Report

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January - March  
2023-24

[southmelbournemarket.com.au](https://southmelbournemarket.com.au)





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01.

# Overview

## Performance update 2023-24 Q3

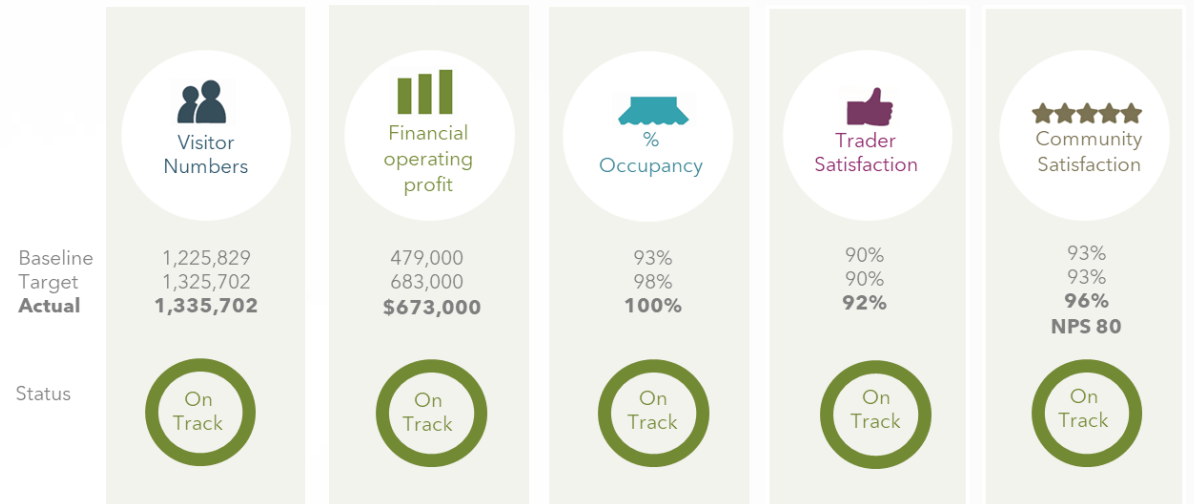
Visitation to the Market continues to be strong, with a noticeable increase during school holiday periods.

Quarter 3 was a busy period with the Market hosting several key events and celebrations including Lunar New Year Lion Dancers, the Port Phillip Mussel & Jazz Festival and the annual Easter Egg Hunt, with ticket sale proceeds of \$390 donated to the Royal Children’s Hospital Good Friday Appeal.

We’re very proud of our shell recycling initiative - **Shuck Don’t Chuck** - a project launched by The Nature Conservancy in 2015 which uses shell waste to restore shellfish reefs in Port Phillip Bay. During the Port Phillip Mussel & Jazz Festival, 936kg of mussel shells were diverted from landfill and sent to The Nature Conservancy, adding to the 30 tonnes collected already this year. In total, 12 hectares of shellfish reefs in Port Phillip Bay have been rebuilt, which is about the size of 6 MCG’s, with South Melbourne Market a significant contributor.

The Market continues to uphold a 100% stall occupancy rate (based on signed licences), with strong interest in stall opportunities as they become available.

## MEASURES OF SUCCESS



**Sophie McCarthy**  
Executive Director

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## Events and Activities

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02.

# Events and Activities

## Port Phillip Mussel & Jazz Festival

The Port Phillip Mussel & Jazz Festival was back with a bang (and a sizzle) for 2024! Thank you to everyone who braved the heat and came along; our traders, artists, partners and the South Melbourne community.

Cecil Street was closed to traffic and the Market came alive with a two-day seafood street party, set to a soundtrack featuring some of our city's favourite jazz and soul musicians.

The festival featured a great range of street food vendors including Claypots Evening Star, St Ali, Simply Spanish, Greek'n Out and Bambu, a main stage of live music, a licenced bar sponsored by Westside Ale Works and Patient Wolf Gin, cooking demonstrations, roving performances, kids' activities and more.

In partnership with The Nature Conservancy and B-Alternative, 936kg of mussel shells were diverted from landfill as part of the Shuck Don't Chuck program that sees oyster, mussel and scallop shells used in a reef restoration project that rebuilds the precious ecosystems in Port Phillip Bay.



02.

# Events & Activities

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## International Women's Day

The Market is home to countless incredible women. During International Women's Day we paid homage to some of the fearless females that work tirelessly to ensure visitors to the Market are always treated to amazing products and produce.\_\_\_\_

## Community Space

The Market hosts a free community space available for local charities, not-for-profit organisations and community groups. This quarter the Community Space hosted:

- South Melbourne Districts Sports Club
- Refugee Action Collective (Vic)



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# Events & Activities

## Quarterly Events and Activations

The Market hosts a range of free and ticketed events and activations during the year. Below is a summary of the activities that the community enjoyed at the Market in the last quarter



### January

- **School Holiday programming:** Mobile Animal Farm (free)
- **Junior Chef - summer edition:** Seasonal shopping and recipe creation for families (free)
- **Foodie Tour:** Sold-out (ticketed / monthly)
- **Bike Hub:** Free 10-minute tune-ups (monthly)



### February

- **Lunar New Year:** Traditional Lion and Dragon Dancers (free)
- **Annual SMM Trader get-together:** Internal event - live music, catering, door prize
- **Foodie Tour:** Sold-out (ticketed / monthly)
- **Bike Hub:** Free 10-minute tune-ups (monthly)



### March

- **Port Phillip Mussel and Jazz Festival:** Major event - two-day street festival featuring live music, food vendors and family-friendly activities and entertainment (free)
- **Foodie Tour:** Sold-out (ticketed / monthly)
- **Bike Hub:** Free 10-minute tune-ups (monthly)

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## Capital Projects Update

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03.

# Capital Projects Update

The Market asset requires works to be undertaken as part of the capital improvements program each year.

This information below provides an update on the current / planned works for this year and their status and schedule. You can also find more information about onsite works at the Market at: [www.southmelbournemarket.com.au/visit/onsite-market-projects](http://www.southmelbournemarket.com.au/visit/onsite-market-projects)

The Market team works closely with the Project Management team at Council to deliver on the full capital works program.

Project	Overview	Update
<b>Cecil St Essential Services</b>	The objective of this project is to rectify the current non-compliance issues with the outdoor cooking stations in terms of health, building regulations and outdoor trading guidelines. To ensure compliance, safety and enhanced capacity, essential services such as gas, waste, drainage, water, electricity, mechanical and fire services will be specifically designed and implemented for each kiosk.	A market 'Approach to Market' for a Principal Contractor has been released, with tenders being evaluated. Consultation with traders has begun to discuss construction scope. Construction is set to begin in mid-2024.
<b>Level 1 External Stairs (Fire Egress Stair)</b>	Part of the Market's Building Compliance program, this project includes the construction of an external stairwell from the Level 1 carpark to the York Street ground level carpark to provide safe passage in the event of fire.	The architect and services engineers are nearing the completing detailed design phase based on the building surveyor's recommendation. The "Approach to Market" is expected to be release April 2024
<b>Project Connect</b>	Project Connect aims to improve the community experience by creating more public spaces, improve facilities for traders, and address compliance and asset renewal requirements. This will result in a comprehensive program of works over the next decade.	The project is set to rejuvenate the market building, maintaining its status as a cherished community hub. It's undergoing a comprehensive review, including traffic design for optimal flow and safety. Community feedback will be sought by late 2023, with findings reported in early 2024. Concurrently, enhancements like more amenities, compliant aisles, and improved access are in progress, aligning with the Project Connect initiative.

# 04

## Trader Update

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04.

# Trader Update

## New traders

The Market has introduced four new traders in Quarter 3:

### Juicello (Stall 56, Corner Cecil Street & Aisle B)

Juicello are the new owners of The Village Juicery stall, and plan to build on the fresh, cold-press juices & smoothie offers here with the addition of a wide variety of healthy nutritious snacks such as salads, acai bowls, granola and sugar cane juice. Focused on creating greater efficiencies and enhancing the stall with an abundance of fresh produce, new offers and visual impact. Owner Sev has built the Juicello business with a range of stalls and food trucks located at the QVM, Grazelands, and numerous farmers markets and music festivals.

### Create TBT Toys & Games (Stall 169, Centre Aisle)

Greg (pictured) & Cara are the new owners of the Create TBT business, they will continue to offer a wide variety of great children's toys, games, and educational gifts.



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# Trader Update

## New traders *(continued)*

### **PickaDeli** (Shop 4, Food Hall)

Frank & Manny are the new owners of the Pickadeli business. Frank (pictured) has managed the Pickadeli business for 8 years, and has now taken over the reins as owner, with business partner Manny. They will continue to focus on offering a wide variety of premium local and internationally sourced deli goods, outstanding customer service, and strong culinary expertise due to Franks previous experience as a restaurant chef.

### **Fine Selection & Alterations** (Stall 232, East Aisle)

In late March, Fine Selection & Alterations were appointed to Stall 232. Originating from the SO:ME pop-up spaces, and more recently occupying Stall 226 in the SO:ME area, they offer both handmade, hand knitted, and locally designed clothing and knitted accessories, and now a new on-site alterations business. Owner Irem's (pictured) skills as seamstress will enable her to combine the retail offer with the added addition of a clothing alterations service.



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# Trader Update

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## Farewells

### PickaDeli - Koula Rokas

In January Koula handed over the baton of her much-loved business, built over her 32 years at the Market, to her manager Frank and his business partner Manny.

### The Village Juicery - Sandee Biggar

In March Sandee sold her business at the Market and is looking to focus on new endeavours whilst spending more time with family.

### Create TBT - Sharon Yap

In early February, after 17 years, we bid farewell to Sharon who is retiring from Market life.

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## Stall Upgrades

### Décor Gallery (Stall 84, Aisle B)

Unveiled an exciting new upgrade to their stall in March (pictured, showcasing their large range of art prints and their bespoke framing service in a bright and enticing new space.

