



# SOUTH MELBOURNE MARKET COMMITTEE

## MINUTES

18 FEBRUARY 2021



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**MINUTES OF THE SOUTH MELBOURNE MARKET COMMITTEE  
HELD 18 FEBRUARY 2021 IN ST KILDA TOWN HALL**

The meeting opened at 6:08pm.

**ATTENDING MEMBERS**

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

**ATTENDING OFFICERS**

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

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

**1. APOLOGIES**

NONE

**2. CONFIRMATION OF MINUTES**

**MOVED Members Talbot/Danson**

That the minutes of the South Melbourne Market Committee held on 17 December 2020 be confirmed.

**The MOTION was CARRIED.**

**3. DECLARATIONS OF CONFLICTS OF INTEREST**

Andrew Danson declared a conflict of interest for item 8.5 Licences/Deeds of Surrender for Signing.

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## 4. ACTION ITEMS

### 4.1 PUBLIC ACTION ITEMS

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

**MOVED Members Pearl/Danson**

That the Committee note there are no outstanding public action items.

**The MOTION was CARRIED.**

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## 5. PRESENTATION OF MANAGERS REPORT

### 5.1 MANAGER'S REPORT

**Purpose:** To provide an update on activities at the Market.

#### **MOVED Members Pearl/Danson**

That the Committee note the Manager's report.

**The MOTION was CARRIED.**

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## 5.2 PERFORMANCE REPORT

**Purpose:** To provide an update on how the Market is performing against key performance indicators.

### **MOVED Members Pearl/Danson**

That the Committee note the Performance Report.

**The MOTION was CARRIED.**

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## 5.3 MARKET ATTENDANCE REPORT

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

- The Committee noted that attendance figures were still lower than pre-COVID numbers.
- That the Market should to undertake some analysis of where shoppers had gone and develop a plan for how it will attract shoppers back to the Market.

### **MOVED Members Pearl/Danson**

1. That the Committee note the attendance report
2. That Market Management (MM) bring a roadmap back to the April Committee meeting outlining how it will bring attendance back to pre-COVID levels.

**The MOTION was CARRIED.**

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## 5.4 FINANCE REPORT

**Purpose:** to inform the Committee about the Market's financial performance.

### **MOVED Members Pearl/Danson**

That the Committee note the Finance 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

**The Committee noted that:**

- While rent relief had reduced in recent months there may be an increase for February due to latest lockdown.
- MM were developing a comms plan for a range of different options to advertise the stall 53 Expression of Interest (EOI) including social media, broadsheet etc and have pipeline of potential operators.

### **MOVED Members Pearl/Danson**

1. That the Committee note the Trader Update
2. MM provide an update to Committee on February rent relief requests.
3. That MM provide the Committee with sharable social media content promoting both SMM Direct and Stall 63 EOI.

**The MOTION was CARRIED.**



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## 5.6 PROJECTS UPDATE

**Purpose:** To provide an update on the status of South Melbourne Market projects.

The committee noted that the budget for SMM fit-outs covered a range of different works depending on the requirement of the fitout.

### **MOVED Members Pearl/Danson**

That the Committee note the Projects Update report.

**The MOTION was CARRIED.**



## **6. SOUTH MELBOURNE MARKET REPORTS**

### **6.1 CONTRACTS UPDATE**

**Purpose:** To provide an update on the performance of operational contracts at the Market.

**MOVED Members Talbot/Cunsolo**

That the Committee note the report.

**The MOTION was CARRIED.**

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## 7. PUBLIC QUESTION TIME

Nil.

## 8. CONFIDENTIAL BUSINESS

### MOVED Members Danson/Cunsolo

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:

Agenda Item	The information in this report is considered to be confidential in accordance with the Local Government Act 1989 (as amended), as it relates to:
8.1 Risk Review	89(2)(b). security information, being information that released is likely to endanger the security of Council property or the safety of any person.
8.2 Confidential Action Items	89(2)(h). confidential meeting information, being the records of meetings closed to the public under section 66(2)(a).
8.3 2021 Committee Corporate 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.
8.4 Confidential Manager's report	89(2)(a). Council business information, being information that would prejudice the Council's position in commercial negotiations if prematurely released.
8.5 Licences/Deeds of Surrender for Signing	89(2)(h). confidential meeting information, being the records of meetings closed to the public under section 66(2)(a).
8.6 SMM Direct Update Report	89(2)(a). Council business information, being information that would prejudice the Council's position in commercial negotiations if prematurely released.
8.7 2021-22 Budget Development	89(2)(a). Council business information, being information that would prejudice the Council's position in commercial negotiations if prematurely released.
8.8 SMM Retail Strategy - Market Mix	89(2)(g(i)). private commercial information, being information provided by a business, commercial or financial undertaking that relates to trade secrets.
8.9 Strategic Plan 2021-25 Update	89(2)(a). Council business information, being information that would prejudice the Council's position in commercial negotiations if prematurely released.
8.10 The NEXT Project Stage 1 Draft Report	89(2)(a). Council business information, being information that would prejudice the Council's position in commercial negotiations if prematurely released.

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As there was no further business the meeting closed at 8.32pm.

Confirmed: 22 April 2021

Chairperson \_\_\_\_\_