



Quarterly Performance Report

South Melbourne Market Q1 2025-26

southmelbournemarket.com.au



Overview - Performance Update	3
Onsite Activity	5
The Market Asset	8
Our Traders	11

Performance Update

2025-26 Quarter 1

The Market has had a great start to the year. Visitation remains strong, our financial performance is tracking well, and occupancy continues to be high reflecting the strong demand for stalls at South Melbourne Market.

The Market hosted several community activations and events during this period, including live music performances during *NAIDOC Week*, our monthly *Coffee with a Cop* program which encourages conversations with local Victoria Police members, and our always popular *Back2Bikes* monthly pop-up.

We welcomed exciting stall changes: new ownership for Remedy Clothing, seven casual pop-ups, and 18 innovative start-ups joining our SO:ME Space business incubator precinct. These additions keep the Market fresh and dynamic, offering customers something new with each visit.

Overall, the Market continues to delight our visitors, thanks to the passion and creativity of our traders. I'm proud of the Quarter 1 results and look forward to an exciting, bustling festive season ahead!

Sophie McCarthy
Executive Director

Q1 Measures of Success

	Financial operating profit (\$'000)	Occupancy <i>Under Agreement</i>	Trader satisfaction <i>Somewhat or very satisfied with the Market as the venue for their business</i>	Community satisfaction <i>Very good or excellent rating for overall view on offer</i>
Q1 2024 - 25	\$578	100%	93%	96% NPS 82
Q1 2025 - 26	\$431	99%	94%	93% NPS 80
Target	EOFY \$320	98%	90%	90% NPS 80
Status	On Track	On Track	On Track	On Track

Onsite Activity



Onsite Activity

The Market hosts a range of free and ticketed events and activations during the year. This is a summary of the activities that the community enjoyed at the Market in Quarter 1.

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

36

New Market Explorer club members

145

Tour guests

4

Community Space bookings

JULY

Off Your Back Winter Coat Drive:

Coat donations for homeless Victorians

Coffee with a Cop (9 July):

Victoria Police community engagement initiative (monthly)

NAIDOC Week (11 July):

Free live music program by local First Nations musicians

Bastille Day (13 July):

Roving entertainment

SES Port Phillip (19 July):

Community partnership

Bike Hub: Free bike tune-ups with Back2Bikes (monthly)

Foodie Tours (weekly)

AUGUST

Off Your Back Winter Coat Drive:

Coat donations for homeless Victorians

Coffee with a Cop (13 August):

Victoria Police community engagement initiative

Men's Shed Pop Up – Father's Day (30 August):

Community Space fundraising initiative

Bike Hub: Free bike tune-ups with Back2Bikes (monthly)

Foodie Tours (weekly)

SEPTEMBER

Health in Focus (6 September):

Community Space – free health check us and awareness

Father's Day (7 September):

Roving entertainment

Coffee with a Cop (10 September):

Victoria Police community engagement initiative (monthly)

Keiser Activation (10-13 September): Community partnership

Grand Final Eve (10 September): Roving entertainment (pictured)

Bike Hub: Free bike tune-ups with Back2Bikes (monthly)

Foodie Tours (weekly)



Quarter Highlight

This quarter the Market was proud to participate in the Free Pads and Tampons in Public Places initiative, led by the Victorian Government's Department of Families, Fairness and Housing (DFFH).

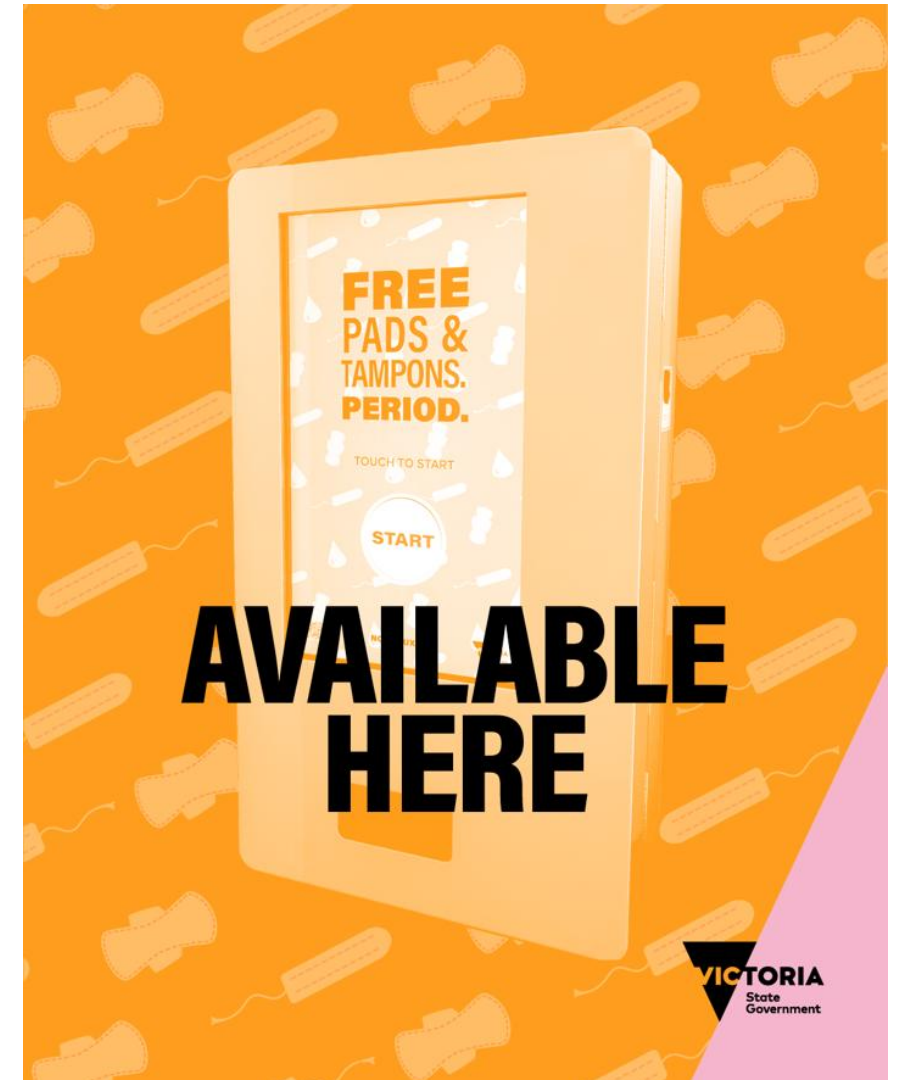
The machines can be found in both the Food Hall bathrooms and the Aisle D bathrooms located near the Cecil Street restaurant precinct.

Easy to use and clearly signposted, the machines allow visitors to collect what they need in just two simple steps.

The products available include both regular and super pads and tampons, and the machines are regularly restocked by the DFFH's contracted supplier, Affinity Outdoor.

This initiative is part of a wider state rollout, with more than 1,500 machines being installed across Victoria at up to 700 locations. Within the City of Port Phillip, you can find a further two machines at Albert Park Library, one machine at Emerald Hill Library and two machines at St Kilda Library. The goal: ensure that all Victorians - especially those who need it most - can access period products with dignity, wherever they are.

Pads and tampons aren't a luxury. They are essential to health and wellbeing. Victorians should be able to access them whenever and wherever they need to.



Community Spotlight

South Melbourne Market once again partnered with the Off Your Back coat drive this winter.

For more than two decades, the Off Your Back winter coat drive has been a lifeline, ensuring warmth for those who need it most. Over 300,000 high-quality, preloved coats have been gathered from the compassionate hearts of the community and redistributed.

Over 115,000 homeless Australians are exposed to cold conditions through winter, particularly here in Melbourne. Donating a pre-loved coat or jacket to Off Your Back provides warmth and some comfort to those in need.

Coats and jackets in good wearable condition are accepted for both adults and children. The coats are distributed through various charities, homeless programs and soup kitchens across Melbourne.

The Market's coat drive ran through the winter months with the donation drop-off box located at the top of stairs (Centre Aisle)






The Market Asset



Capital Projects Update

The Market asset requires works to be undertaken as part of the capital improvements program each year. The information below provides an update on the current / planned works for this year and their status and schedule. Updated information about onsite works at the Market can also be found on the [Market website](#). The Market team works closely with Council's Project Management team to deliver the capital works program.

Project	Overview	Status	Update
Cecil Street Essential Services	The objective of this project is to rectify the current non-compliance issues with 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.		The project is nearing completion. The final stages of work remaining relate to additional fire sprinklers to ensure adequate coverage of the canopy area. This is planned to be completed and signed off in November 2025.
Level 1 External Stairs (Fire Egress Stair)	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 contract has been awarded and there have been some delays in finalising the design. Construction is planned to commence in February 2026 and is expected to take six weeks.
Project Connect	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.		Procurement of a Principal Design Consultant for Project Connect is nearing completion, with endorsement by Council due October 2025. Once the Head Consultant has been approved, (expected in November), the project will move into the design phase.

 On track  Off track

Asset and Operational Improvements

In the July – September period, the Market delivered a schedule of infrastructure upgrades and operational improvements. These upgrades enhanced the efficiency, sustainability and security of the Market, creating a better experience for both traders and visitors.

Quarter 1 improvements

Asset and operational works undertaken this quarter included:

- Refurbishing floor areas to mitigate slip and trip hazards including retail areas
- Changes to electrical infrastructure including lighting upgrades
- Additional camera installed for in rooftop carpark to improve accuracy of the licence-plate recognition system
- New loading bay roll fast door installed

5
Base builds completed



Our Traders



Our Traders

Despite the rising cost-of-living significantly impacting retail trends, the Market's passionate traders and quality offerings continued to draw shoppers in the July – September period.

The Market maintained high levels of demand for new stalls during Quarter 1, and with a high level of movement during this period, pop-up stalls were utilised to ensure stalls were consistently activated and the Market offer remained enticing. The Market welcomed one new permanent trader, seven casual pop-up and 18 SO:ME Space pop-ups in Quarter 1.

99%

Occupancy rate
(average)

1

New
business

18

SO:ME Space
pop-ups

Farewell

This period the Market bid farewell to the following traders:

- Stall 154 – Sophie of La Sierra Alpaca (pictured)
- Stall 78 – Alison of Alison Dominy Designs
- Stall 79 – Diana of Freckly Ollie
- Stall 183 – Casey and Marcus, previous owners of Remedy Clothing



Trader Spotlight

Everything Aussie Stall 185, Aisle D

Earlier this year, Everything Aussie relocated into a larger stall in Aisle D, allowing the business to expand their popular range of authentic souvenirs and gifts.

Quoc's journey to becoming a small business owner began years ago while working part-time at a souvenir stall at another market during his university days. *"I realised most souvenirs were made overseas, and it was really hard to find Australian-made gifts,"* he says. *"That's when I had the idea to create my own store - one that supports local makers and offers meaningful souvenirs."*

Everything Aussie is exactly that: a celebration of Australian culture, heritage, and craftsmanship. From plush toys and boomerangs to coasters, keyrings and tees, the stall champions ethical, authentic, and proudly local products. Among the bestsellers are their genuine returning Murra Wolka boomerangs - crafted and hand-painted by Indigenous artists, and made to fly (yes, they really come back!).

Quoc is particularly proud to support Murra Wolka, a social enterprise under Gidarjil Development Corporation, a not-for-profit dedicated to caring for Indigenous families and the environment. *"These are real returning boomerangs,"* Quoc says. *"Customers are always shown how to throw them - it's a joy to see their surprise when it really works."*



Welcome

Remedy Clothing Stall 183, Centre Aisle

The Market was pleased to welcome Mark Deadman and Thamakorn (Toon/Tammy) Jiruntanintana in Quarter 1, the new owners of Remedy Clothing.

Remedy Clothing was born from the belief that preserving the planet's resources is essential for future generations. In an industry built on waste, they created a circular model: apparel made from 100% recycled textiles – recycled cotton, recycled polyester and recycled linen – designed to be recycled. Through eco-conscious processes, the business has cut emissions, reduced footprints and aim to challenge fashion's destructive norms.

Bringing passion and experience in manufacturing and product development of recycled products, Mark and Toon are excited to bring their vision to life with the Remedy Clothing offer, adding a range of bags made from recycled materials and new clothing ranges to the existing offer, which all support the Remedy ethos.

Mark and Toon are committed and focused on great customer service and a friendly, hands-on, educational approach.



Stall Updates

The following permanent traders moved to new stalls, and/or actioned new stall fit-outs in Quarter 1:



Babes Eggs
Stall 180, Aisle C

Babes Eggs moved from West Aisle into Aisle C this quarter, conveniently located opposite Frank's Fruit & Veg and neighbouring Emerald Hill Florist.

Owner Adrienne is a proud advocate and supporter of local Victorian farmers and producers, with the stall offering a great range of free-range eggs, honey, olive oil, milk and dairy products.



Traffic Footwear
Stall 125, Aisle G

Traffic Footwear reduced the stall floor space and actioned a new stall layout to enhance stall appeal and maximise capacity, with a fresh and inviting result.

Stocking an extensive range of quality women's shoes, Traffic Footwear has been a long-standing favourite for Market shoppers looking for comfortable and fashionable shoes for both everyday wear and special events.



Tomi Art
Stall 67, Aisle B

Tomi Art is a Melbourne made and designed brand with the product concept combining Japanese traditional art into contemporary wearable art.

Owner and designer, Satomi, designs and creates handmade earrings, candles, gifts and accessories. The move from SO:ME Space to Aisle B has brought greater prominence at the Market in a larger space, allowing for an expanded range of products.

Stall Updates

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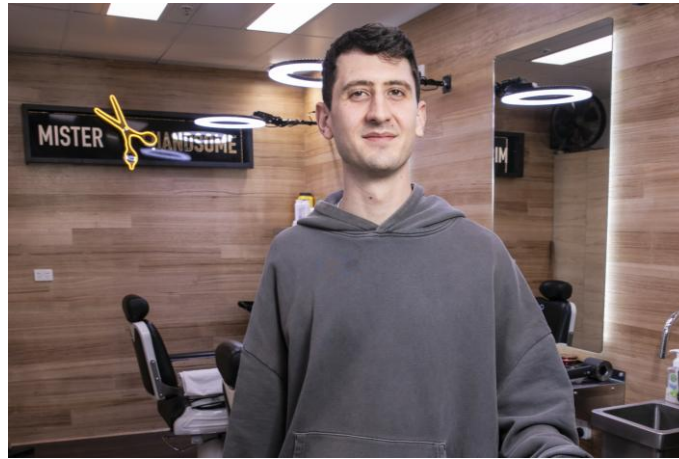


Annilla Jewellery

Stall 126, Aisle G

Moving from the SO:ME Space business incubation precinct into Stall 126 in Aisle G saw owner, Sneha, bring her concept stall vision to life.

Featuring jewellery designed by Sneha, the collection is crafted to meet the demands of a fast-paced modern lifestyle. The 18k gold-plated jewellery features a base of high-grade stainless steel, meaning it is water and sweat-proof, and hypoallergenic.



Mister Handsome Barber

Stall 204B, East Aisle

After being appointed a permanent stall at the Market, owner Darren and manager Alessio undertook an upgrade to their stall with a new layout, additional chairs and a refreshed design.

Mister Handsome offers haircuts, cut-throat face shaves and a wide selection of men's hair and shaving products.

New Pop-Up Stalls

The Market welcomed seven new pop-up traders in Quarter 1:



Land of Oz (Casual pop-up)

Stall 112, Aisle G

Land of Oz offers a unique collection of photography and products which are authentically Australian and handmade in Melbourne by local artist and designer, Rita Analise.

Products and prints feature striking photography that celebrates Australia and Melbourne cityscapes, streetscapes and National Parks. Also on offer are fun, Australian-themed tote bags, cushions, tea towels along with cards, magnets, keychains, coasters and more.



Friends from Oz (Casual pop-up)

Stall 218, West Aisle

Friends from Oz (previously Timeless Pieces) is an art, craft and metal fabrication studio specialising in handcrafted wares. Created by innovative and skillful owners, Gosia Bernatt and Paul Davie, they draw on years of experience in the retail industry and metal-commercial building to create unique, often one-off, objects of desire or need. During the festive season, their beautiful Christmas decorations are a must-see, thoughtfully crafted pieces that bring sparkle, charm and unique artistry to any home.



Dog SHT (Casual pop-up)

Stall 78, Aisle B

Originating in the SO:ME Space, Dog SHT offer a curated range of locally owned and sustainable dog brands.

Stocking small to medium dog product, including toys, collars and leads, poo bags, treats, beds, bowls and grooming products that are good for pooch, parent and planet.

New Pop-Up Stalls (cont.)

The Market welcomed seven new pop-up traders in Quarter 1:



Giftfully (Casual pop-up)

Stall 142, Aisle F

Owner, Tran, has previously traded in the SO:ME Space and offers unique, handcrafted jewellery and laser engraving. Each piece is personally designed by Tran, hand painted and crafted using a laser cutter.

Customers can order hand painted jewellery featuring original designs, with a one-to-one personalised service.



Printopia Creations (Casual pop-up)

Stall 225, SO:ME Space

Printopia Creations is an innovative business specialising in 3D printed toys and souvenirs. Their goal is to provide fun, educational and eco-friendly products while engaging customers through live 3D printing demonstrations onsite.

Owner Kahlil has a remarkable story as a recent refugee from Ukraine. He was awarded the *Thrive Refugee Enterprise Grant* to help kick start his venture. The business has previously traded in the SO:ME Space.



Neisha Clothing (Casual pop-up)

Stall 112, Aisle G

Neisha Clothing is a vibrant celebration of global textiles, ethical fashion, and unapologetic individuality, where every piece is a one-off creation stitched with soul and sass.

Founded by Neisha Smith, the label dances between cultures and couture, blending bold prints, artisan collaborations and zero-waste techniques into wearable art that turns heads and tells stories. Neisha uses the stall as a workshop and can be found creating and sewing garments during the day.

New Pop-Up Stalls (cont.)

The Market welcomed seven new pop-up traders in Quarter 1:



Laundry Talk (Casual pop-up)

Stall 227, SO:ME Space

Laundry Talk's mission is to transform the way people experience laundry - turning it from a repetitive, often overlooked task into a luxurious, scent-driven ritual that brings a sense of joy, calm and care into the everyday.

Housed in sleek, minimalist aluminium bottles that are fully recyclable, vegan, cruelty-free, their products are made without bleaches, phosphates, parabens, or optical brighteners.

SO:ME Space

The SO:ME Space incubation pop-up precinct has continued to be highly sought-after, with spaces booked up to six months in advance, and an increasingly high return rate, with greater than 50% return requests by SO:ME pop-up businesses, attributing to its success.

During this period **18 new businesses** were featured in this pop-up precinct, with a focus on innovative and locally designed wares, locally made facial oils and serums, uniquely designed sunglasses, 3D printed gifts, and locally curated and customisable gifting selections.



322-326 Coventry Street, South Melbourne 3205
Phone 9209 6295 Email smm@portphillip.vic.gov.au

southmelbournemarket.com.au

