



SOUTH MELBOURNE MARKET COMMITTEE

MINUTES

17 FEBRUARY 2022



**This document is intended
for internal distribution only**
Consider carefully how the content
in this document is transmitted.



Please consider
the environment
before printing.

MINUTES - SOUTH MELBOURNE MARKET COMMITTEE MEETING - 17 FEBRUARY 2022



MINUTES OF THE SOUTH MELBOURNE MARKET COMMITTEE HELD 17 FEBRUARY 2022 WEBEX (PUBLIC) AND IN COUNCIL CHAMBERS, ST KILDA TOWN HALL (CONFIDENTIAL)

The meeting opened at 6.00pm.

ATTENDING MEMBERS

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

ATTENDING OFFICERS

Claire Stevens, General Manager Governance and Organisational Capability; Kylie Bennetts, General Manager, Growth and Development; Sophie McCarthy, Acting South Melbourne Market Executive Director; Ross Williamson, Head of Retail and Business Development; Paul Ryan, Head of Asset Development and Operations; Meagan Scott, Marketing Coordinator; Claire Taylor, Digital Solutions 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

Mayor Marcus Pearl

2. CONFIRMATION OF MINUTES

MOVED Members Danson/Talbot

That the minutes of the South Melbourne Market Committee held on 16 December 2021 be confirmed.

The MOTION was CARRIED.

3. DECLARATIONS OF CONFLICTS OF INTEREST

Nil

MINUTES - SOUTH MELBOURNE MARKET
COMMITTEE MEETING - 17 FEBRUARY 2022



4. ACTION ITEMS

Nil.

MINUTES - SOUTH MELBOURNE MARKET COMMITTEE MEETING - 17 FEBRUARY 2022



5. PRESENTATION OF MANAGERS REPORT

.5.1 EXECUTIVE DIRECTOR'S REPORT

Purpose: To update the Committee with current, relevant information from the Market.

MOVED Members Cunsolo/Danson

That the Committee note the Executive Director report.

The MOTION was CARRIED.

MINUTES - SOUTH MELBOURNE MARKET COMMITTEE MEETING - 17 FEBRUARY 2022



6. SOUTH MELBOURNE MARKET REPORTS

6.1 FINANCE REPORT

Purpose: To update the Committee on the January month-end financial results of the Market.

MOVED Members Cunsolo/Danson

That the Committee note the January 2022 month end financial results

The MOTION was CARRIED.

MINUTES - SOUTH MELBOURNE MARKET COMMITTEE MEETING - 17 FEBRUARY 2022



6.2 MARKET ATTENDANCE REPORT

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

The Committee noted that:

- January 2022 attendance was 37% down on January 2020.
- Weekend attendance has started to increase again. Last weekend numbers were only 22-25% down which is back at a similar level to November 2021 when numbers had started to increase again following the lifting of lockdown.
- Weekday attendance numbers are still quite low.

MOVED Members Cunsolo/Danson

That the Committee note the attendance report.

The MOTION was CARRIED.

MINUTES - SOUTH MELBOURNE MARKET COMMITTEE MEETING - 17 FEBRUARY 2022



6.3 TRADER UPDATE - PUBLIC

Purpose: To provide an update on Trader activity.

The Committee noted that:

- Council has approved the extension of full rent relief until the end of June 2022, but with a new trigger point of a 30% downturn in turnover (instead of 20%).
- To align with the invoicing cycle, the 30% downturn will apply from 1 February rather than 15 January.

MOVED Members Cunsolo/Danson

That the Committee note the Trader Update.

The MOTION was CARRIED.

MINUTES - SOUTH MELBOURNE MARKET COMMITTEE MEETING - 17 FEBRUARY 2022



6.4 PROJECTS UPDATE

Purpose: To inform the Committee of projects in progress at the Market.

The Committee noted that:

- The upcoming projects will be timed so they do not impact peak periods at the Market such as Christmas trading.
- The Cecil St works have been scheduled for April following the end of the Cecil Street road closure.

MOVED Members Cunsolo/Danson

That the Committee note the Projects Update and proposed schedules.

The MOTION was CARRIED.



7. PUBLIC QUESTION TIME

Nil.

8. CONFIDENTIAL BUSINESS

MOVED Members Cunsolo/Danson

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:

8.1 Robbro (Stall 142) licence renewal

89(2)(g(ii)). private commercial information, being information provided by a business, commercial or financial undertaking that if released, would unreasonably expose the business, commercial or financial undertaking to disadvantage.

8.2 Trader Upate - Confidential

89(2)(h). confidential meeting information, being the records of meetings closed to the public under section 66(2)(a).

8.3 Debtors Report

89(2)(h). confidential meeting information, being the records of meetings closed to the public under section 66(2)(a).

8.4 Licences For Signing

89(2)(h). confidential meeting information, being the records of meetings closed to the public under section 66(2)(a).

8.5 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.

8.6 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.

8.7 SMM Digital Strategy

89(2)(a). Council business information, being information that would prejudice the Council's position in commercial negotiations if prematurely released.

MINUTES - SOUTH MELBOURNE MARKET COMMITTEE MEETING - 17 FEBRUARY 2022



8.8 Consumer Insights Framework - Update

89(2)(g(ii)). private commercial information, being information provided by a business, commercial or financial undertaking that if released, would unreasonably expose the business, commercial or financial undertaking to disadvantage.

8.9 SMM Brand Framework - Review of 'The Village Market'

89(2)(g(ii)). private commercial information, being information provided by a business, commercial or financial undertaking that if released, would unreasonably expose the business, commercial or financial undertaking to disadvantage.

8.10 Draft 2022/23 Budget

89(2)(a). Council business information, being information that would prejudice the Council's position in commercial negotiations if prematurely released.

8.11 NEXT Project Update

89(2)(a). Council business information, being information that would prejudice the Council's position in commercial negotiations if prematurely released.

8.12 Committee calendar: 3-month forward look

89(2)(h). confidential meeting information, being the records of meetings closed to the public under section 66(2)(a).

8.13 Confidential Executive Director's Update

89(2)(a). Council business information, being information that would prejudice the Council's position in commercial negotiations if prematurely released.

A vote was taken and the MOTION was CARRIED unanimously.

The public section of the meeting closed at 6.09pm

Confirmed: 7 April 2022

Chairperson _____