



South
Melbourne
Market

Sustainability Report

Q3 2024-25



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01




Sustainability Performance Q3 2024-25





2024-25 Quarters 1-3

Performance at a Glance

SMM Environmental Sustainability Strategy 2023-27 KPI Quarters 1 - 3

	Waste diversion	Potable water (KL)	Electricity (kWh)
Baseline 2018-19 [^]	65%	20,955	667,044
2023-24	68%	18,497	648,278
2024-25 actual % diff v. baseline	71% +6%	19,841 -5%	520,643 -22%
2024-25 target	73%	-4%	-10%
2027 target	85%	10% reduction	25% reduction
Status			

 On Track
  Off track – minor

Quarters 1-3 average usage/generation per customer*

	2018-19 [^]	2023-24	2024-25	Diff v. baseline
Waste+	0.47 kg	0.34 kg	0.37 kg	-22%
Power	0.15 kWh	0.14k kWh	0.12 kWh	-20%
Water	5 L	4.28 L	4.83 L	-3.4%
Visitation	4,183,712	4,121,578	4,104,070	-1.9%

* As consumption is impacted by visitor numbers, averaging the use by attendance figures provides a more nuanced understanding of the Market's sustainability performance.

+ Total waste generated

[^] 2018-19 figures are used as baseline for KPI as not impacted by COVID-19.

Waste

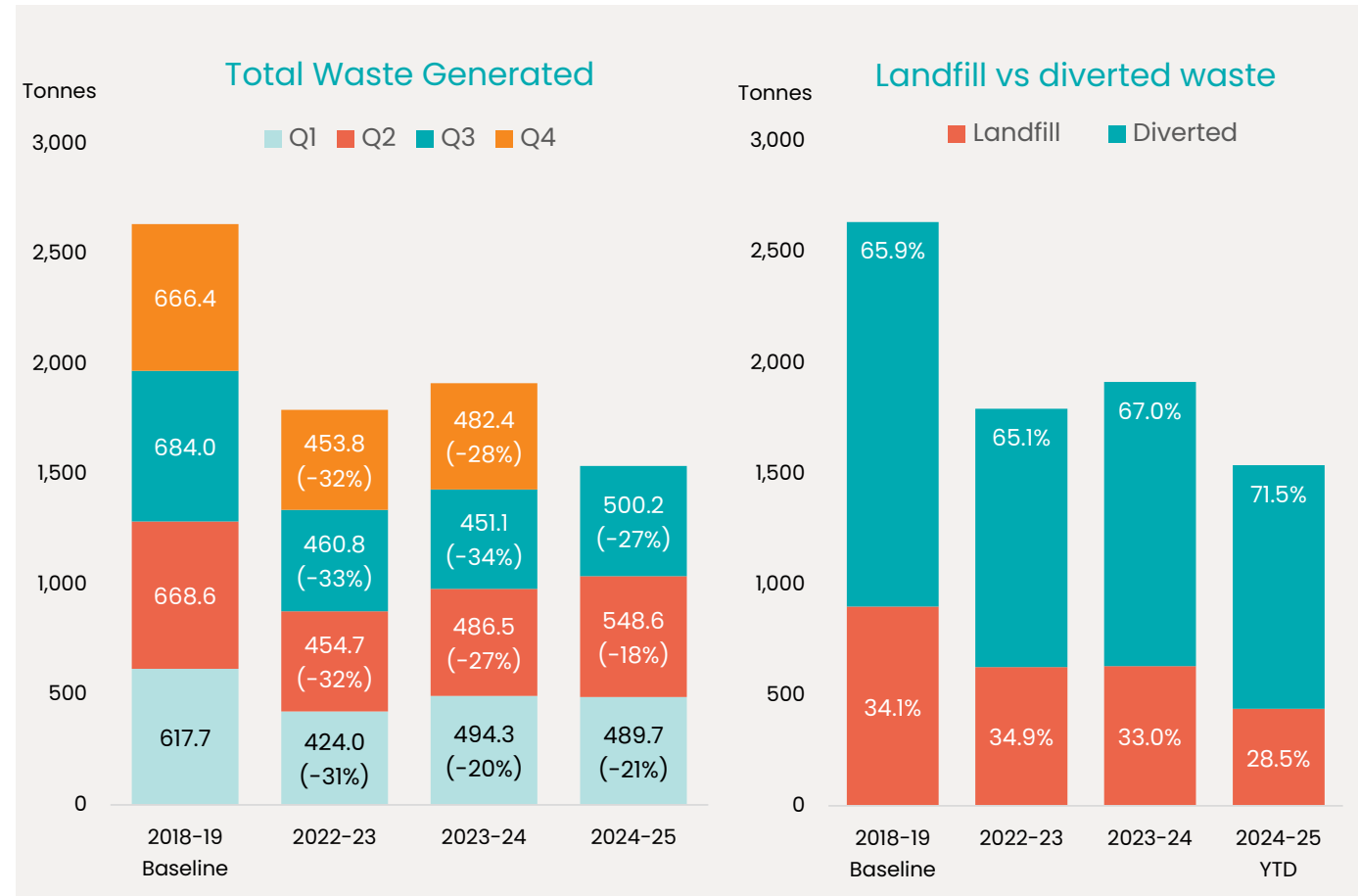


270
GARBAGE
TRUCKS
less waste
generated YTD

As at end of March 2025, **1,538.47** tonnes of waste has been generated, a **16.2% reduction in waste** volumes compared to our baseline but a 7.1% increase on last year. Importantly, this increase has been in waste diverted (14.35%) and landfill is still 8.9% lower than 2023-24.

Overall, **71.05%** of waste was **diverted from landfill**. This is slightly off track for the 2024-25 target (73%) however there have been promising increases since the start of the year, with 75.75% diverted in January, 71.69% in February and 73.17% in March.

The Market hopes to see this trend continue for Quarter 4.



Shuck Don't Chuck

Saving the environment with a jazzy bowl of mussels

The Port Phillip Mussel & Jazz Festival was held on 8 - 9 March. The festival wasn't just a great way to spend the long weekend – it also made a huge contribution to The Nature Conservancy's mission to restore the shellfish reefs in Port Phillip Bay.

Working with B-Alternative, the shells from thousands of bowls of mussels consumed were carefully sorted into the Market's shell bins, ensuring no waste contamination was being taken back to the bay with them.

1,746 kg of shells were diverted from landfill across the two days.



Electricity

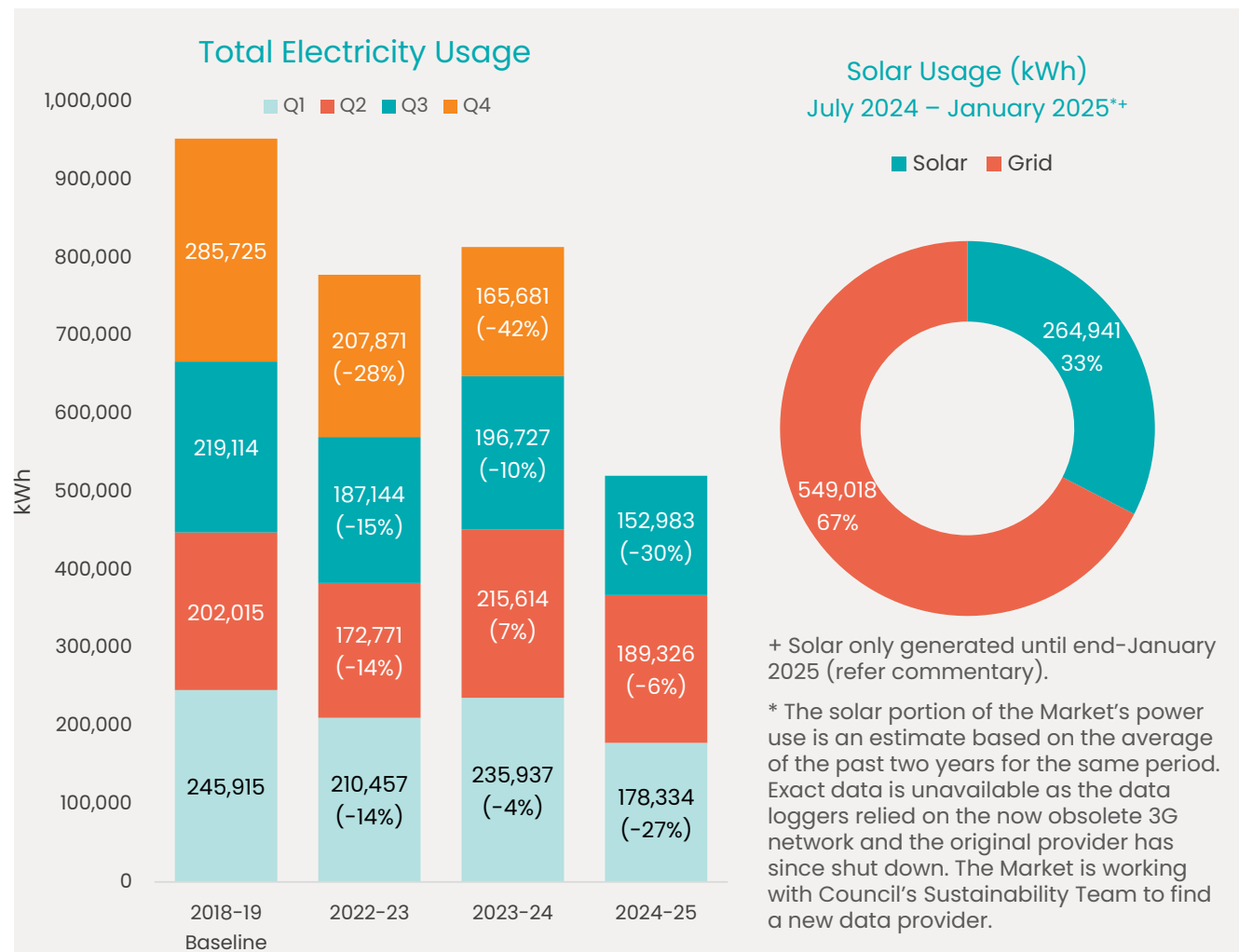


Carbon emissions
avoided
= CO2 absorption of
37,500
trees annually

The Market has used an estimated* 520,643 kWh of electricity at end Q3, a **reduction of approximately 24.6%** on the baseline and **21.8%** on the last financial year. This reduction is a reflection of significant LED upgrades that have taken place this year (see pg. 11).

No solar has been generated at the Market since 5 February 2025. The Market's solar power was shut down for safety reasons following the discovery of an overheating distribution board. A new board is currently in fabrication and installation is expected in May.

As the Market's grid power is generated from a wind farm, the Market's electricity use has remained 100% renewable. The Market has **avoided 562.3t cO2e** of carbon emission through using 100% renewable power.



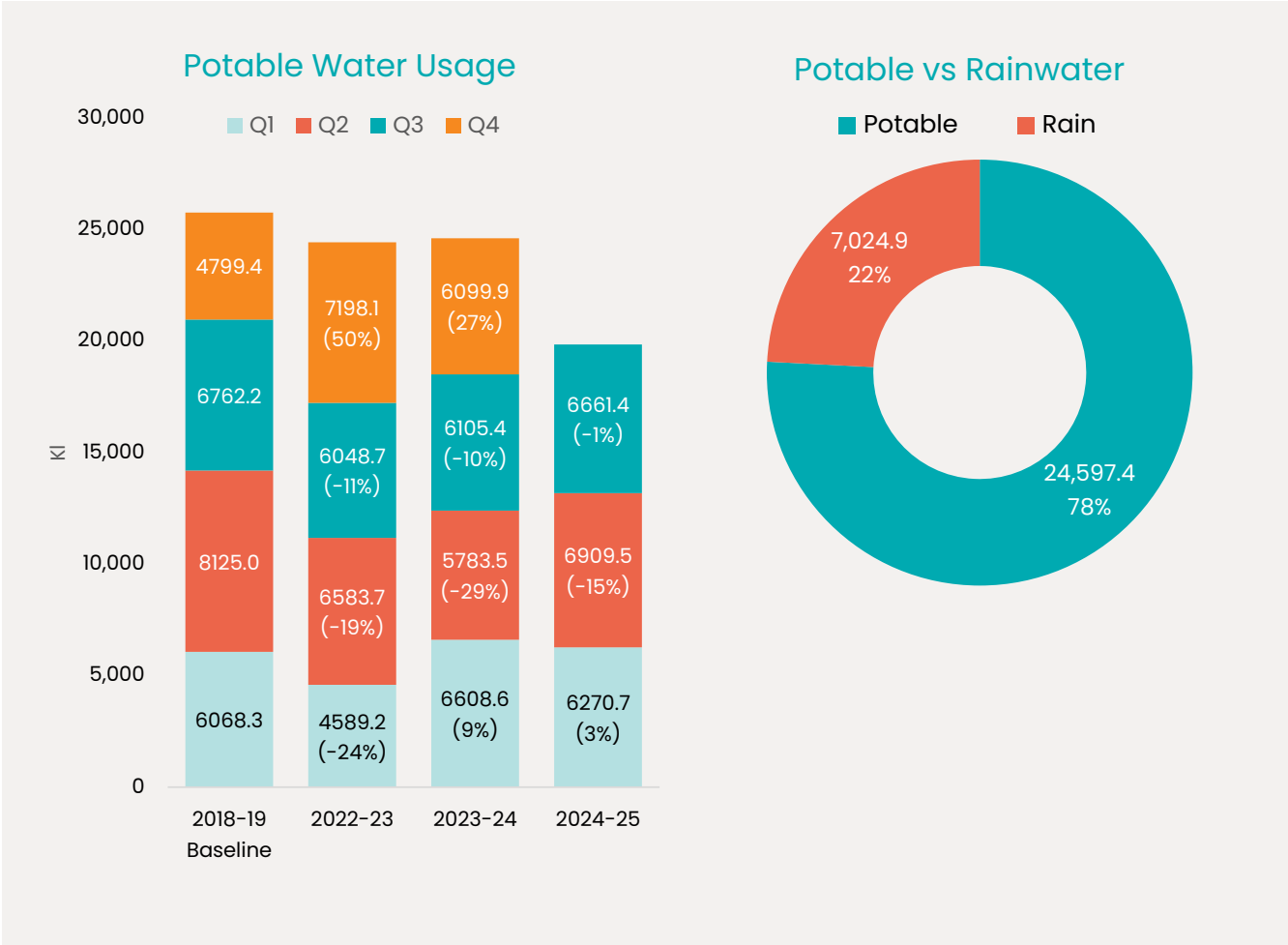
Water



Almost
1.85 million
600ml bottles of
potable water
saved

19,841.58 KL of potable water has been used so far this year, a **decrease of 5%** on 2018-19. Approximately 47% of water use is within tenancies and the remainder is by the asset including back of house facilities, bathroom basins and cleaning.

7,024.8 KL of UV treated rainwater was used for floor washdowns, toilet flushing and by the Market florists, resulting in a **22% reduction in potable water use**.












02

Environmental Sustainability Strategy 2023–27 Q3 Actions and Achievements



2024-25 Q3 Strategy Actions Update

	Initiative	2024-25 Q1-3 Actions	Status	Comments
Waste	Single-use plastic reductions	Single-use plastics phase out		Soy sauce fish phase out has commenced.
	Stall fit-out and Asset Upgrade Environmental Impact Reduction	Develop and implement green fit-out guidelines		Criteria is being drafted on Council's Environmentally Sustainable Design guidelines and will be included in new fit-out guidelines.
Carbon Emissions	Reduce electricity use and increase energy efficiency across Market operations	Transition all traders to renewable electricity and energy efficient appliances		New EOI and licence renewal environmental sustainability guidelines have been developed. Criteria also to be included in new fit-out guidelines.
		Complete audit of current lighting and upgrade internal light systems		Completed as part of asset audit. LED upgrades have commenced and have been undertaken in areas including rooftop carpark, loading bay and priority aisles where lighting output needed to be increased.
	Promote sustainable transport	Provide electronic tram timetable signage at key locations		Discussion with Yarra Trams has commenced.
Water	Reduce potable water use at the Market	Set minimum water efficiency standards and incorporate into new licence agreements for new fit-outs		New EOI and licence renewal environmental sustainability guidelines have been developed. Criteria also to be included in new fit-out guidelines.
Embedding Sustainability	Partnerships	Pursue partnerships with key sustainability stakeholders		New partnership with Veg Education (see pg. 11)
	Governance	Introduce criteria on sourcing/product sustainability into the Market's EOI and Licence Renewal process.		New EOI and licence renewal environmental sustainability guidelines have been developed.
		Update licences at point of renewal to include energy, waste and water considerations		New licences have been updated to specify compliance with sustainability strategy initiatives.

 Completed
  On track
  Off track

Q3 highlights

New partnership with Veg Education

The Market has partnered with [Veg Education](#) to provide education and awareness around eating well and local food systems.

On 26 February, the Market participated in their inaugural Food Education Conference with 70 education specialists from around Victoria. The conference included a tour of the Market and attendees were provided with vouchers to buy lunch from a selection of Market traders. The attendees reported the conference was their “best ever” and Cecil Street traders welcomed the lunch initiative.

In return, Veg Education will be developing a range of educational content for school holiday activities and partnering with the Market in some key upcoming promotional campaigns.

Reducing electricity use and increasing safety

The Market is currently undergoing a transition to LED lighting in key locations. The Loading Bay Market perimeter and key internal aisles have now been completed, and the replacement of 109 lights from the Market’s rooftop carpark will be completed in Quarter 4.

The new LED lighting uses approximately 75% less power and offers improved safety with increased visibility.

Coming up...

- New trader waste induction program (April)
- New Environmental Sustainability at the Market creative assets, with content to be rolled out across website, reports, and educational murals around the Market (May)
- Soy sauce fish ban campaign (June)
- School holiday food education activity sheets (June)





Early Adopter Grant Recipient Spotlight: Moses & Co Market Wholefoods

Moses and Co Market Wholefoods have been supplying health foods, supplements and more to the Market community for over 30 years.

When Moshe and his son Omer expanded their store in 2017, they finally had the opportunity to fulfill their dream and add a range of bulk offers, allowing customers to bring reusable containers to stock up on items like olive oil, house made nut butters and environmentally friendly cleaning products.

After seeing their bulk olive oil sales triple when they upgraded to a new, easier to use dispenser, Omer and Moshe realised that if they wanted customers to reduce waste and embrace bulk shopping, they needed both a better solution for their existing products and to increase the range of offers available.

Moses & Co used their grant to install a user-friendly bulk display that allows customers to easily see what's available and fill containers themselves rather than having to wait for staff.

Since its implementation, uptake of the bulk products has more than doubled. Prior to its installation Omer was ordering two 15 litre dishwashing liquid drums and week - he now orders four. That's about another 40 single-use plastic bottles being avoided every week!

This initiative perfectly illustrates the customer demand for sustainable options and that going green makes good business sense.