

South Melbourne Market Section 86 Committee Public Meeting No. 186

Meeting Date and Location

Tuesday 26 February 2019

St Kilda Town Hall, Training Room 5.30pm

Attending Members

Cr Bernadene Voss (Acting Chair)

Cr Andrew Bond

Cr Ogy Simic

Violetta Hartley (External member)

Andrew Brough (External member)

Kylie Bennets (Director of the CEOs Office)

Attending Officers

Ian Sumpter (South Melbourne Market Manager)

Dennis O'Keefe (Chief Financial Officer)

Lachlan Johnston (Manger Project Services)

Agenda

1. Apologies	5
2. Minutes of previous meeting	6
3. Declarations of conflict of interest	7
4. Action items	8
5. SMM Reports	12
5.1 Manager's Report	12
5.2 Financial Performance	13
5.3 Market Performance	15
5.4 Project Delivery Update	24
6. Public Question Time	26
7. Confidential Matters	27

7.1 Confidential Finance Report

The information in this report is considered to be confidential in accordance with the Local Government Act 1989 (as amended), as it relates to: (h) any other matter which the Council or special committee considers would prejudice Council or any person

7.2 Confidential Action Items

The information in this report is considered to be confidential in accordance with the Local Government Act 1989 (as amended), as it relates to: (d) contractual matters; (h) any other matter which the Council or special committee considers would prejudice Council or any person; (f) legal advice

7.3 Risk management

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7.4 Licencing

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7.5 Business/Governance

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SMM Committee Meeting 186 Public Agenda and Reports

8. Other Business	28
8.1 SMM support of A Beautiful Food Experience	28

1. Apologies

2. Minutes of previous meeting

Recommendation: That the Committee accept the Minutes of Meeting 185 of the South Melbourne Market Section 86 Committee held Tuesday 4 December 2018 as a true and correct recording of the meeting.

3. Declarations of conflict of interest

4. Action items

Purpose: To update the committee on the progress of actions from previous committee meetings.

Recommendation: That the committee note the progress with the action items.

SMM SECTION 86 COMMITTEE ACTION ITEMS

ITEM	RESOLUTION/ACTION	DUE DATE	STATUS	NOTES
MEETING 173 20 DECEMBER 2016: 3.1 FINANCIALS	<p>AGREED: To form a Finance and Risk (FAR) Subcommittee. The subcommittee will:</p> <ul style="list-style-type: none"> - Meet t 2-3 weeks before each committee meeting - make recommendation to the Committee up to the board - have its own charter - will comprise of Andrew Bond (Chair), Bernadene Voss, Deb Beale and a Senior member of the CoPP finance team; all other committee members are welcome to attend meetings. 	Apr-19	On Hold	As per the recently approved Committee Charter. These functions will be carried out through the support of the relevant CoPP departments, for regular reporting to the Committee. The new Committee Charter will come into effect on 1 March 2019.
MEETING 175 18 APRIL 2017: 4 RISK MANAGEMENT	ACTION: MM to provide a more detailed OH&S dashboard that reports against KPI's.	Jun-18	On Hold	On hold, to be incorporated in the markets Safety Improvement Project, which is separately reported on in this report.
MEETING 182 19 June 2018: 5.3 MARKET PERFORMANCE	MM to prepare a report proposing changes to the KPIs and target measurements.	21-Aug	On Hold	On hold, until the new Governance approach has been agreed upon and implemented. This will allow for the new Committee to be actively involved in setting the Market's KPIs, under the new Governance Structure post 1 March 2019.

SMM Committee Meeting 186 Public Agenda and Reports

ITEM	RESOLUTION/ACTION	DUE DATE	STATUS	NOTES
<p>MEETING 183 21 August 2018: MARKET CONGESTION AND PEDESTRIAN FLOW</p>	<p>This Action Item consolidates a number of previous items that related to Market Congestion and Pedestrian Flow:</p> <ul style="list-style-type: none"> • Meeting 176: 9 OTHER BUSINESS ACTION: MM to ensure that the deli aisle displays are kept within designated areas and to look at options to reduce congestion caused by queues on Cecil St. • Meeting 180: 11.1.1 LICENCES ACTION: MM to report back to committee on the impact of the Oyster Bar opening and proposed solution for mitigating the congestion. • Meeting 182: 7.1 CONFIDENTIAL ACTION ITEMS Action: MM to report back to the Committee in August meeting how the new Oyster Bar has impacted on congestion in both West Aisle and Aisle E. • Meeting 183: PUBLIC 5.3. 1 Market performance - Attendance MM to provide a discussion paper considering where the Market is heading, what are the risks, and what needs to be done to facilitate growth. MM to gain feedback on the impact of increased attendance through the proposed trader survey. MM to drill into attendance data to ascertain where pinch points are likely to be occurring. 	<p>October</p>	<p>On Track</p>	

SMM Committee Meeting 186 Public Agenda and Reports

ITEM	RESOLUTION/ACTION	DUE DATE	STATUS	NOTES
MEETING 184 16 October 2018: PUBLIC 5.2 FINANCIAL PERFORMANCE	2. MM to investigate whether the decrease in rooftop carpark attendance is on Market or non-Market days	4-Dec-18	Off Track (minor)	Under investigation with software supplier. Information also to be shared with consultants as part of the SMM Traffic Study. Findings to be delivered separately.
MEETING 184 16 October 2018: PUBLIC 5.3.1 ATTENDANCE	ACTION: MM to provide an analysis on which hours at the Market were busiest.	4-Dec-18	On Track	Due to the additional analysis and monitoring that this would take, MM recommends that this be included in the scope of the congestion and pedestrian flow assessment.
MEETING 185 4 December 2018: PUBLIC 4: ACTION ITEMS	ACTION: Meeting 184 Public 5.2 Financial Performance Action 1 – Wording in notes to be changed to reflect that many of the users of the York street carpark could be SMM attendees.	26-Feb-19	Complete	
MEETING 185 4 December 2018: PUBLIC: 5.3 MARKET PERFORMANCE	ACTION: MM to provide feedback on why the amount of free events had exceeded the KPI and the impact of this on budget	26-Feb-19	Complete	Update provided in committee reports
MEETING 185 4 December 2018: PUBLIC: 5.4 PROJECT DELIVERY	ACTION: MM to come back to the Committee with further information on the childcare centre's inclusion in the risk register.	26-Feb-19	Complete	Lachlan Johnson, Manager of Project Services. will present at the 26 Feb Committee meeting.
MEETING 185 4 December 2018: PUBLIC: 6 Public question time	1. MM to report back to the Committee on Market water usage vs metered water usage, and the change in Market water usage since the meters were installed.	26-Feb-19	On Track	The use of market water vs metered water is currently being investigated and will be reported on at a future Committee meeting.

SMM Committee Meeting 186 Public Agenda and Reports

ITEM	RESOLUTION/ACTION	DUE DATE	STATUS	NOTES
MEETING 185 4 December 2018: PUBLIC: 6 Public question time	2. MM to Investigate activities in the wash down area.	26-Feb-19	Complete	Management have investigated the reported matter.
MEETING 185 4 December 2018: PUBLIC: 6 Public question time	3. IS to meet with Marinus Jansen to discuss his concern about operational issues at the Market.	26-Feb-19	Complete	

5. SMM Reports

5.1 Manager's Report

Purpose: To provide the Committee with an update regarding the Market's activities and to highlight matters of interest.

Recommendation: That the Committee note the Manager's Report.

The Market recorded its busiest day on record on Sunday 23 December, welcoming 43,206 visitors, an increase of 3.8% on Sunday 24 December 2017 (41,619).

The month of December 2018 was 6% up on December 2017, with one less trading day, while each trading day through December was well up on last year. Wednesday showed the largest increase, with a 14% increase on Wednesday average in December 2017.

Anecdotally it was a great trading period for our stallholders, and a lively atmosphere for our visitors.

January remained strong, with an 8.7% increase on January 2018 with the same number of trading days. A couple of 43 degree Fridays affected the average visitor numbers for Fridays in January, but overall a strong month.

On a calendar year basis, total 2018 visitor numbers were 5.2% up on 2017 and a 14% increase on 2015.

The Night Market commenced on Thursday 10 January with a new layout, including more space for seating which has been well received by the regular visitors. We look forward to providing a full acquittal of both the Night Market and Port Phillip Mussel & Jazz Festival for the April Committee meeting.

Hot weather conditions through January has prompted the development of a draft Heat Policy, to be discussed and finalised with the Committee in this meeting.

We're excited to have La Central open on the Centre Aisle / Coventry Street corner. This prime location is reminiscent of Spanish market places, and offers a range of deli items and eat-in tapas options not available elsewhere in the Market.

On a personal note, I'd like to thank the outgoing Committee members- Andrew Bond, Andrew Brough, Violetta Hartley, and Ogy Simic - for consistently championing the Market, your valuable input into the development of the Market's strategic direction, and your support of the Market team.

Ian Sumpter

South Melbourne Market Manager

February 2019

5.2 Financial Performance

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

Recommendation: That the Committee note the finance report.

Comprehensive Income Statement Converted to Cash - December 2018

	Year to date		YTD Variance		Full Year		Variance	
	Actuals	Forecast	Actuals to Forecast		Forecast	Budget	Forecast to Budget	
	\$000	\$000	\$000	%	\$000	\$000	\$000	%
Income								
Licence Fees	3,150	3,108	41	1%	6,067	6,032	35	1%
Parking Revenue	302	300	2	1%	600	600	0	0%
Cooking School Income	158	153	5	3%	220	220	0	0%
All Other Fees & Charges	160	184	(24)	(13%)	347	347	0	0%
Total Income	3,770	3,746	25	1%	7,234	7,199	35	0%
Expense								
Employee Costs	764	740	(24)	(3%)	1,549	1,534	-15	-1%
Advertising, Events and Publicity	260	296	36	12%	648	648	0	0%
Contract Payments	945	913	(31)	(3%)	1,860	1,860	0	0%
Professional Services	174	220	47	21%	964	979	15	2%
Utilities, Insurance, Taxes & Levies*	334	296	(37)	(13%)	880	880	0	0%
Depreciation and amortisation	220	220	0	0%	1,297	1,297	0	0%
Bad and doubtful debts	11	0	(11)	0%	0	0	0	0%
Borrowing Costs	0	0	0	0%	0	0	0	0%
Head Office Costs	22	22	0	0%	126	126	0	0%
Other Expenses	55	38	(17)	(43%)	140	140	0	0%
Total Expense	2,785	2,747	(37)	(1%)	7,464	7,464	0	0%
Operating surplus/(deficit) for the year	986	998	(13)	(1%)	(230)	(265)	35	-13%
*includes the congestion levy, land tax and FSL.								
Adjustments for non-cash operating items								
Add back depreciation	220	220	0	0%	1,297	1,297	0	0%
Adjustments for investing items								
Less capital expenditure	(340)	(431)	91	(21%)	(1,321)	(1,718)	397	(23%)
Current Cash surplus/(deficit) for the year	865	787	78	10%	(254)	(686)	432	(63%)
Opening balance carry forward surplus	1,169	1,169	0	0%	1,169	1,169	0	0
Accumulated Cash Surplus	2,034	1,956	78	4%	915	483	432	90%
NOTES TO THE COMPREHENSIVE INCOME STATEMENT CONVERTED TO CASH								

Note 1. Operating income in line with forecast expectations.
Year to date operating income has been adjusted upwards \$35K due to greater uptake of casual stalls in the lead up to the festive season.
Note 2. Operating expenditure in line with forecast expectations.
(i) Increase usage of casual staff (ii) Utilities and Levies overspend due to unbudgeted Fire Services Levy for 2018/19 this will be a permanent variance; overspend to be managed within SMM budget. (iii) Advertising, Events and Promotion underspend is due to slight delay in planned advertising campaigns for the Christmas period and Night Market event.

5.3 Market Performance

Purpose: To provide the Committee with an update on how the Market is tracking against Key Performance Indicators.

Recommendation: That the Committee note the Market's performance

Community KPI

OBJECTIVE	MEASURE	TARGET	ACTUAL	STATUS	NOTES
Demonstrate value to our growing community through the effective management, curation and maintenance of this high quality amenity	Achieve an increase in visitor numbers (New people counter will increase this significantly in 2014-15)	2% inc annually	7.60%	On Track	
Demonstrate value to our growing community through the effective management, curation and maintenance of this high quality amenity	Number of free community events and activities held at the Market	25	16	On Track	Updated from December – refer to 5.3.3.
Demonstrate value to our growing community through the effective management, curation and maintenance of this high quality amenity	Price comparison review – % cheaper than Supermarkets	10%	N/A	Off Track (minor)	
Demonstrate value to our growing community through the effective management, curation and maintenance of this high quality amenity	Stallholder Satisfaction	NIL	N/A	Off Track (minor)	Not currently measured annually. A stallholder survey will be developed for implementation in 18/19.
Demonstrate value to our growing community through the effective management, curation and maintenance of this high quality amenity	Customer Satisfaction measured by CoPP Community Satisfaction Report.	99%	97%	On Track	
Good governance, engagement and quality advice	Adherence to Section 86 reporting & meeting requirements	90%	N/A	On Track	Legislative framework currently being developed which will be used for reporting against this KPI
Good governance, engagement and quality advice	% of Councillor Requests to SMM Resolved Within 5 Days	90%	100%	On Track	No requests were received in the last reporting period.

People and Culture KPI

OBJECTIVE	MEASURE	TARGET	ACTUAL	STATUS	NOTES
High performing, healthy, values driven culture with a Community First mindset	SMM Staff Turnover	0.70%	0.00% (YTD 7.14%)	On Track	
High performing, healthy, values driven culture with a Community First mindset	SMM Staff Time Lost due to Injuries	TBC	Nil	On Track	
High performing, healthy, values driven culture with a Community First mindset	SMM Unplanned Leave (days/EFT)	0.9	0.43 (YTD 9.27)	On Track	
High performing, healthy, values driven culture with a Community First mindset	SMM OHS Delivery On Enterprise Health & Safety Initiative	TBC		On Hold	
Capable leaders and teams able to respond to the challenges of growth	% of Performance Plans and 6 month Reviews Completed	100%	100%	On Track	

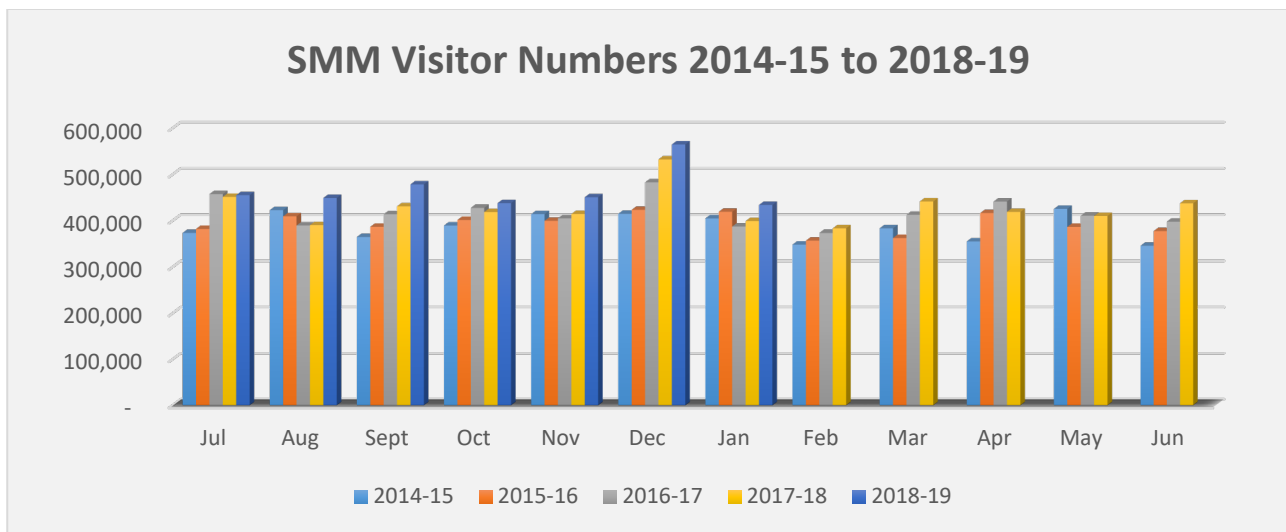
Internal Process KPI

OBJECTIVE	MEASURE	TARGET	ACTUAL	STATUS	NOTES
Efficient & effective organisation	% minutes issued in 3 days	90%	0%	Off Track (minor)	
Efficient & effective organisation	SMM Capital Projects On Time	TBC	N/A	On Track	Reported seperately under 5.4 project delivery update
Efficient & effective organisation	SMM DDA Compliance Issues unresolved	TBC	N/A	On Hold	Awaiting outcome of Compliance Workscoping Study
Efficient & effective organisation	% capacity of Market stalls	100%	100%	On Track	
Efficient & effective organisation	% capacity of Pop-up stalls	98%	100%	On Track	
Environmental sustainability in a growing community	SMM Potable Water Usage (ml)	26.612MI	8.12ML	Off Track (minor)	
Environmental sustainability in a growing community	SMM CO2 Emissions (net)	3.060T	532t	On Hold	
Environmental sustainability in a growing community	% SMM Waste Diverted from Landfill	67%	54%	Off Track (minor)	See 5.3.2 for commentary
Effective management of	#SMM Legislative Breaches (BM)	0	0	On Track	

SMM Committee Meeting 186 Public Agenda and Reports

organisational risk and compliance					
Effective management of organisational risk and compliance	% SMM Audit Actions Completed On Time (BM)	80%	100%	On Track	NIL
Effective management of organisational risk and compliance	Risk Plans reviewed every 6 months (6M)	100%	100%	On Track	NIL

5.3.1 Attendance



SMM visitor numbers 2017-18 v 2018-19

Month	2017-18	2018-19	mth diff	cumulative	%
July	451,535	455,349	0.8%	455,349	0.8%
August	390,452	449,160	15.0%	904,509	7.4%
September	431,203	478,511	11.0%	1,383,020	8.6%
October	418,762	438,014	4.6%	1,821,034	7.6%
November	414,569	450,793	8.7%	2,271,827	7.8%
December	532,516	564,858	6.1%	2,836,685	7.5%
January	399,288	434,132	8.7%	3,270,817	7.7%
February	383,646	NIL	NIL	NIL	NIL
March	441,684	NIL	NIL	NIL	NIL
April	419,094	NIL	NIL	NIL	NIL
May	410,240	NIL	NIL	NIL	NIL
June	437,675	NIL	NIL	NIL	NIL
TOTAL	5,130,400	NIL	NIL	NIL	NIL

The Market visitor numbers are tracking at 7.7% up on YTD 2017-18. The Christmas period was strong with December recording a 6.1% increase on 2017 with one less trading day, and January recording an 8.7% increase with the same number of trading days. Interestingly there were two 43 degree days (both Friday's), and while this brought the Friday visitor numbers down, it didn't reflect in the Monthly visitor numbers.

The December increase was reflected in the average market day visitor numbers, with each Market day recording higher average visitor numbers over December 2017. January average market day visitor numbers were also strong, with the exception of Friday where we had two 43 degree days, dropping visitor numbers from the 20,000 mark to 14-17,000 on those days.

SMM Committee Meeting 186 Public Agenda and Reports

Average Market Day Visitor Numbers

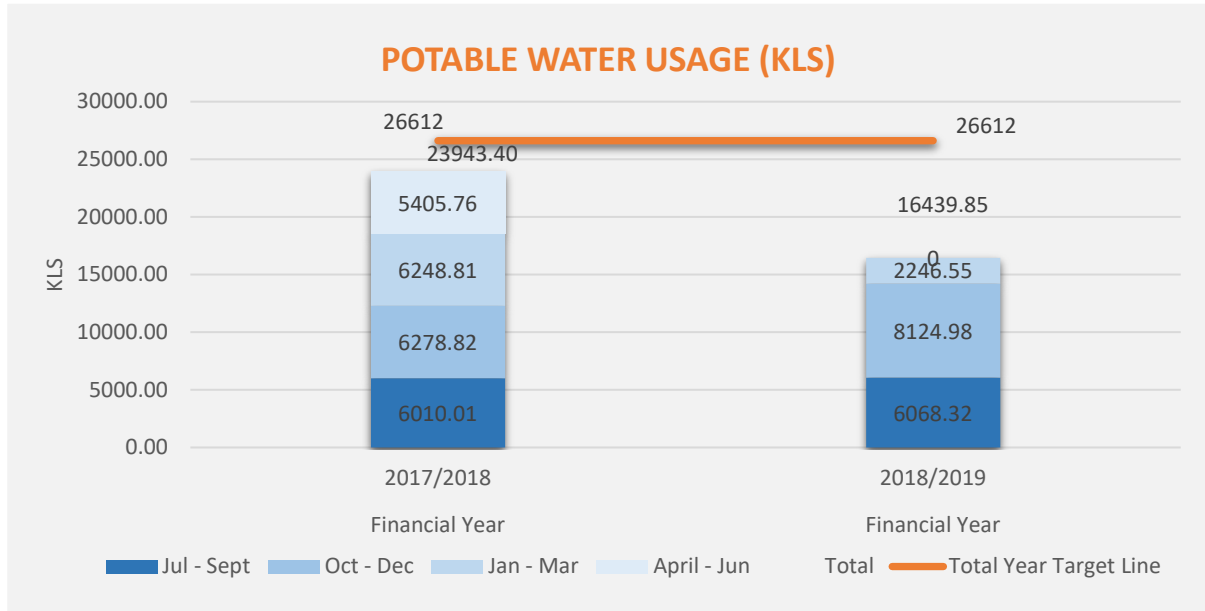
Market Day	Dec 18 v Dec 17	Jan 19 v Jan 18
Wednesday	14%	2%
Friday	3%	-7%
Saturday	4%	22%
Sunday	8%	14%

5.3.2 Sustainability

Potable Water

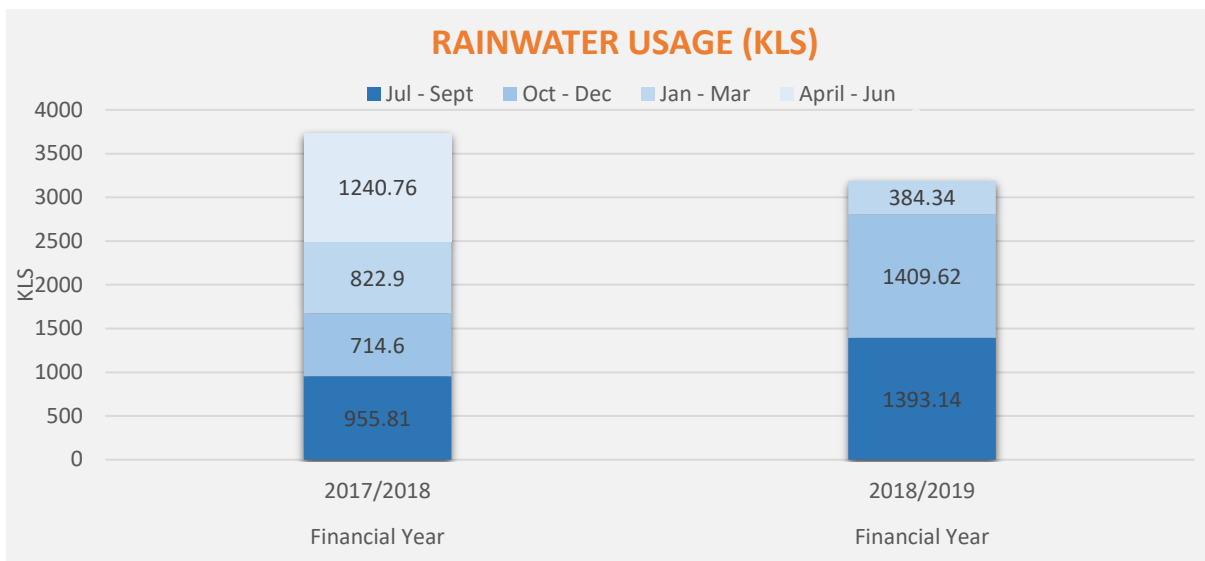
Potable water usage is tracked monthly and can be compared to the South

Melbourne Market’s annual KPI. For the second quarter of 18/19 financial year the market used a total of 8124.98kls. In comparison to the second quarter of 17/18 financial year it is an increase in usage of potable water by 1846.16kls.



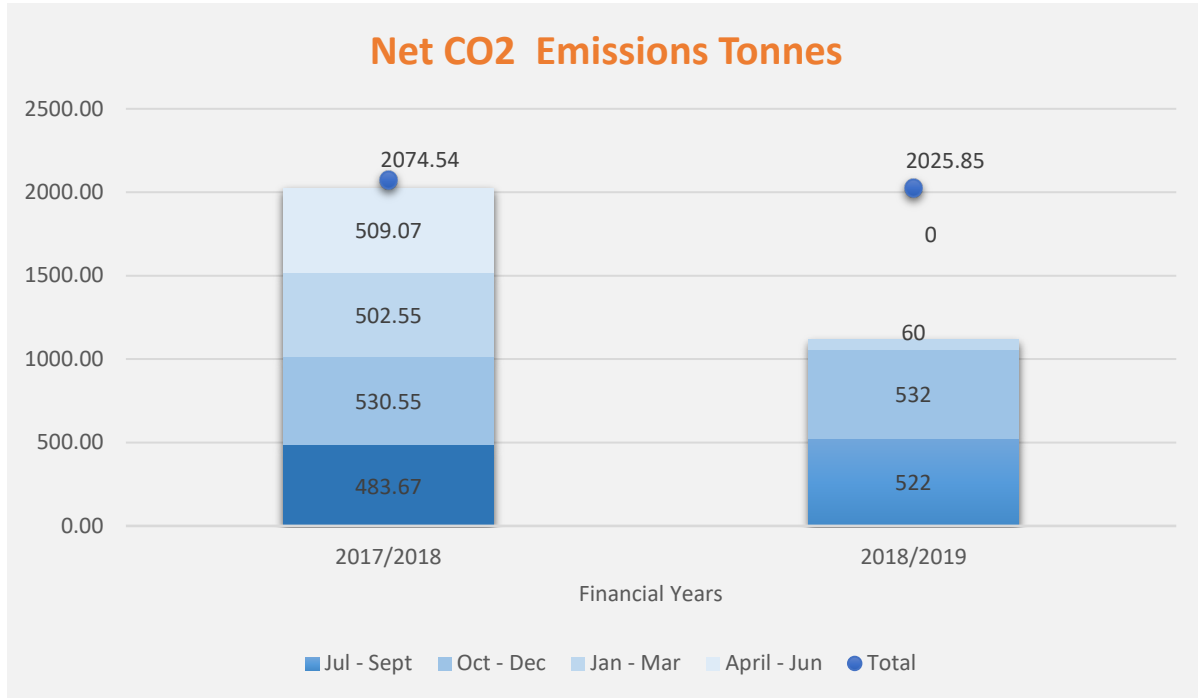
Rainwater

Rainwater usage for the second quarter of 18/19 financial year was 1409.62kls. This is an increased usage of 695.02kls in comparison to the second quarter of 17/18 financial year. The higher usage of rainwater for this quarter could be attributed to an increase in existing and new stall holder activity (e.g. increase in wash downs) during the busy summer period to accommodate for the increased foot traffic of the market.



CO2 Emissions

For the second quarter of 18/19 financial year, the South Melbourne Market power usage totalled 532 tonnes. This is a slight increase of 2 tonnes when compared to the figures recorded for the 17/18 financial year net CO2 emissions.



SMM Power Usage 2017-18

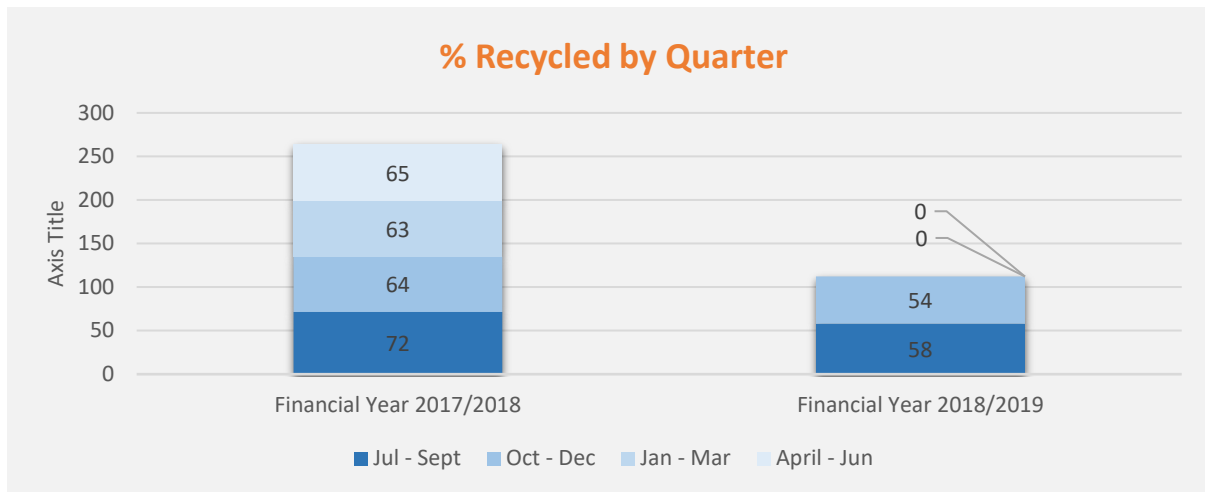
Total kWh	905992.5
Total grid power kWh usage	857684.1
Total solar power usage	48308.3
Total CO2-e (t) emitted	934.88
Total CO2-e (t) avoided	52.2
Total Savings	\$5,647.24

SMM Power Usage 2018-19 (YTD)

Total kWh	509,120.27
Total grid power kWh usage	479,281.5
Total solar power usage	29838.77
Total CO2-e (t) emitted	522.42
Total CO2-e (t) avoided	32.23
Total Savings	\$3488.15

Waste

Figures for recycled waste for the second quarter of 18/19 financial year have decreased in comparison to the second quarter of 17/18 financial year. This could be attributed to several factors including incorrect waste streaming practices. This could be improved through an analysis of the various waste streams and their effectiveness in complying with correct waste management practices. An analysis would provide a greater understanding of the necessary actions that many need to be implemented in order to optimally divert waste away from landfill e.g. better education of the importance of correct waste management, adequate waste infrastructure around the market at all times, improved communication between market employees and stall holders on waste management practices.



SMM WASTE 2018-19

Total waste to landfill (t)	423.06
Total waste recycled (t)	613.41
Total waste CO2-e avoided (t)	1003.95
Total waste CO2-e emitted (t)	592.28

SMM WASTE 2017-18

Total waste to landfill (t)	768.73
Total waste recycled (t)	1512.44
Total waste CO2-e avoided (t)	2873.64
Total waste CO2-e emitted (t)	263.90

5.3.3 Free community events and activations

The Committee questioned why the number of free events was already almost double the KPI and the impact this would have on budget.

The Market often hosts multiple activations / events during a season, and these were included as individual events in the last Committee Report.

If we were to record them as one event (ie one Night Market v eight) then the quantity would reduce significantly. We will record this now as number of activities / events followed by quantity of activations per activity / event. The budget has therefore not been negatively impacted.

YTD 2018-19 Events/Activations				
Month	Event	Free	Details	Quantity
July	Bastille Day	Y	Accordion player from 10am to 2pm.	1
NIL	Fairy Petunia	Y	Weekly visit (Wednesdays 9.30-11.30 in the Food Hall) until 30 January 2019	31
August	Live 'n Local Launch	Y	4 bands playing at the Market as part of Live n Local	4
September	Sustainable September:			
	- Pop-ups	Y	Sustainable pop-ups in SO:ME Space incl Sacred Heart Op Shop and Boomerang Bags	1
	- Sustainable Fairy (tote bag printing)	Y	Sustainable Kids tote bag printing	2
	- Sustainable Trail	Y	Trail through the Market finding all the sustainable treasurers	1
	- Cooking Demos	Y	Leftover Lovers	4
October	Ride to Work day	Y	Breakfast on Cecil Street for riders	1
December	Christmas			
	- Face painting	Y	Wed, Thur, Fri 10am - 2pm	3
	- Santa & Elf visit	Y	Wed, Thur, Fri, Sat - 11am to 1pm	4
	- Jazz Jokers 10-1pm	Y	Wed, Thur (10am to 1pm) & Sunday (6am to 9am)	3
January	Night Market	Y	8 weeks of Night Markets	8
	Australia Day	Y	Face Painting	1
February	Chinese (Lunar) New Year	Y	Chinese Lion Dancers through the Market for two hours (not 1 hour as we've done in the past)	1
March	Port Phillip Mussel Festival	Y	Festival on Cecil Street.	1
	St Patrick's Day	Y	Leprechaun in the Market / Traders encouraged to do GREEN things.	1
	TOTAL	16		67

5.4 Project Delivery Update

Purpose: To provide the Committee with an update on project delivery at the Market

Recommendation: That the Committee note the project delivery update

Status	Project Title	Project Number	Status	Comments	Completion date
Current	Building Compliance Assessment Work Scoping (BCAWS)	PJ159057	On Track.	Consultant team have undertaken a full review of compliance requirements and are preparing Stage 6 report.	19/3/19
Current	Stall Changeover refits	(PJ178524	On track.	Discussion with stallholders have commenced during the licence renewal process for spend in early 2019.	30/6/19
Current	Renewal Works	PJ179061	At Risk.	SMM renewal works are a part of renewal program run over 5 years. For the works this year, the scope has now been finalised. As advised by Sponsor, The release of RFQ and consultancy brief for the design of Outdoor Food hall upgrade works has been put on hold until the Building Compliance Scoping works are completed (Due in December 2018) to look for any direct impact on the proposed design and determine the lifespan of the new space. Note: This period has been extended until February 2019 when the Building compliance assessment will be completed. This change will require readjusting the percentage of planning phase to be completed in this Financial Year.	28/6/19
Current	Strategic Business Case	PJ176535	At Risk	Project is dependant of the outcome from an essentially dependent project - the Building Compliance Assessment Workscoping Study (BCAWS) project. Consultants have now been engaged.	30/6/19
Current	Compliance Works	PJ175805	On track.	Installation and upgrade of the fire sprinkler system to the ground floor of the Market and the Child Care Centre reached Practical Completion on the 1 October 2018 and has received the Final Certificate from Building Solutions	28/9/18
Current	Solar Panel Installation Project	PJ178347	On Track	The project is on track. Evaluation of the public tenders for the Solar PV Panels and Safe Roof Safety Equipment is currently underway. Award of the works is anticipated in early February 2019. Works are planned to commence in late February.	30/7/19

SMM Committee Meeting 186 Public Agenda and Reports

Status	Project Title	Project Number	Status	Comments	Completion date
Current	Traffic Study	PJ187150	On track.	Project on track. Consultant has been appointed and work has begun. Existing data is being collated and additional data is being sourced. Communications and engagement planning is underway.	30/6/19
Proposed	Cecil Street-Essential Services connection to Outdoor Cooking Stations	PJ180275		For submission in the 19/20 works program. Early investigative works regarding service/utility mapping to be undertaken in 18/19.	TBC
Proposed	South Melbourne Market Stall Changeover Refits 2019-20	PJ 189227		For submission in the 19/20 works program.	TBC
Proposed	South Melbourne Market Renewal Works 19-20	PJ189811		For submission in the 19/20 works program.	TBC
Proposed	South Melbourne Market Office Accommodation Feasibility Study	PJ187884		For submission in the 19/20 works program.	TBC
Proposed	South Melbourne Market Compliance Works	PJ185826		For submission in the 19/20 works program.	TBC

6. Public Question Time

Purpose: To provide the public with an opportunity to ask questions about the Market.

If you would like to ask a question during Public Question Time, please fill in the blue 'Do You Wish to ask a Question or make a Public Comment' form located outside the chamber and give it to the Administrative Officer.

7. Confidential Matters

RECOMMENDATION: 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:

7.1 Confidential Finance Report

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8. Other Business

8.1 SMM support of A Beautiful Food Experience

Purpose: To clearly outline and manage the support provided by South Melbourne Market to the organisers of A Beautiful Food Experience based on feedback included in the “A Beautiful Food Experience 2018 – Measuring Success Report”

Recommendation:

That the Committee approve the Market’s recommended solutions to the issues raised in the “A Beautiful Food Experience 2018 – Measuring Success Report”.

Background:

A report was prepared for the City of Port Phillip by Alischa Ross, the Community Engagement lead at A Beautiful Food Experience, outlining the program’s success to date.

In this report they outlined the success of the program, and some of the issues relating to the Market’s support:

On a disappointing note, South Melbourne Market had initially agreed to offer in-kind support by assisting with the set up and clean-up of the events. Each month the market has provided access to use their trestle tables, however mixed messages have been received from staff who have reported to the project coordinators they have been told not to help as the event has nothing to do with South Melbourne Market. None the less, cleaning staff have assisted in providing a forklift to help move the trestle tables out of storage so the project volunteers could set up them and pack them up.

South Melbourne Market acknowledge this feedback and some confusion between Market staff and contractors, and as a result will be appointing an Operations Officer as the key contact for the program. They will provide the agreed assistance for each lunch throughout 2019. We suggest a meeting with the Operations Officer and Alischa Ross and Alan Aksoyoglu to outline specific requirements so that we can provide support accordingly.

On a disappointing note, South Melbourne Market initially offered to assist with printing and display of posters in public areas and notice boards around the market, however they later declined stating that the project does not offer a chance for customers of the market to attend so they do not see the relevance of promoting it.

South Melbourne Market advised that promoting the program / event generally through the Market by posters would confuse the message of A Beautiful Dining Experience. As this program invites disadvantaged and vulnerable people from the community, the messaging from the Market needs to be around the story of the project, not a promotion of the project.

At a time agreed with A Beautiful Dining Experience team, the Market will profile the program via a blog post on their website, followed by a story in the Direct Mail, ENews and social media posts linking back to the blog.

This is a fabulous program, the Market is very proud to be able to assist, and we will continue to provide the support required to ensure it continues to be a success.