SOUTH MELBOURNE MARKET COMMITTEE

AGENDA

3 JUNE 2021

SOUTH MELBOURNE MARKET COMMITTEE

COMMITTEE MEETING

To Committee Members

Notice is hereby given that an Ordinary Meeting of South Melbourne Market Committee will be held online via Webex on Thursday, 3 June 2021 at 6:00pm.

ATTENDING MEMBERS
Joanne Plummer (Chairperson), Andrew Danson (Deputy Chairperson), Simon Talbot (Independent Member), 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; Lachlan Johnson, Executive Manager Construction Contracts and Operations

AGENDA

7 PUBLIC QUESTION TIME

Nil

8 CONFIDENTIAL MATTERS

8.1 Compliance Works

8.2 Risk Register

8.3 Confidential Action Items

8.4 Committee Corporate Calendar: 3-month forward look

8.5 Confidential Manager's Report

8.6 NEXT Project Update

1. APOLOGIES

2. MINUTES OF PREVIOUS MEETINGS

3. DECLARATIONS OF CONFLICTS OF INTEREST

4. ACTION ITEMS

4.1 PUBLIC ACTION ITEMS

PREPARED BY: **ERIN QUIN, TEAM LEADER BUSINESS & EVENTS**

FOR NOTING

1. PURPOSE

1.1 To provide the Committee with an update on outstanding action items

2. RECOMMENDATION

That the Committee:

2.1 That the Committee note that there are no outstanding public action items

3. OFFICER DIRECT OR INDIRECT INTEREST

3.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.

TRIM FILE NO: **56/04/184**

ATTACHMENTS Nil

5. PRESENTATION OF MANAGER'S REPORT

5.1 MANAGER'S REPORT

PREPARED BY: **DANIELLE BLEAZBY, EXECUTIVE DIRECTOR SOUTH MELBOURNE MARKET**

FOR NOTING

1. PURPOSE

1.1 To update the Committee on general business at the Market.

2. RECOMMENDATION

That the Committee:

2.1 Note the Managers report

3. KEY POINT/ISSUES

3.1 **Market Research:**

Since September 2015 the Market has engaged a Market Research partner to conduct exit interviews with our shoppers every 6 months. Due to COVID we have not conducted these since October 2019 effectively missing 12 months of data.

The research was again conducted in May 2021 and we have seen some very pleasing results.

Residential postcode

Consistent with what we might expect due to COVID related travel restrictions (and associated risks), we note a much higher proportion of shoppers who reside locally. There were no international visitors, and slightly fewer interstate visitors. There was also a significantly lower proportion of “other” postcodes, which tend to represent outer suburbs. Shoppers appear to be staying close to home.

Frequency of Visitation

Frequency has increased from 41 visits to 44 visits per year on average.

We asked if COVID had affected people’s visitation and on balance shoppers appear to be visiting roughly the same frequency as before COVID.

Time spent on this visit

The average time spent has reduced from 64 minutes in October 2019 to 55 minutes in May 2021.

Money Spent on this visit

Average spend over time has increased from $76 in October 2019 to $83 in May 2021 – we haven't been over $80 since we started the research in 2015.

Overall views on the Market's offer

95% rated the Market's offer as Very Good / Excellent. This is slightly down on October 2019 at 96%.

Net promoter score

The Market scored an exceptionally high NPS of +72 – with almost nobody falling into the 'detractor' category. Research company TKP mentioned they never see NPS scores this high.

We added a question in this year about customers Primary fresh food channel with 47% stating SMM, 36% supermarkets, 13% local shops. The Market outnumbers all other channels.

3.2 SMM Strategy Community & Trader Consultation

The SMM Strategy was endorsed by Council to go out for Community Consultation and that consultation closed on Sunday 23rd May.

Part of this consultation included a trader session which was held on Wednesday 19th May. Approximately 25 – 30 traders attended the session and we received some really valuable feedback.

Management will now collate all feedback, both trader and community feedback, and summarise any consistent themes for the Committee to consider how they may be incorporated into the strategy.

The final strategy is scheduled go to Council for endorsement on Wednesday 16th June.

4. OFFICER DIRECT OR INDIRECT INTEREST

4.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.

TRIM FILE NO: **56/04/184**

ATTACHMENTS **1. 5468 SMM Exit Interviews May 21**

tkp | MARKET RESEARCH CONSULTANTS

South Melbourne Market

Exit Interviews – May 2021 Research Report

THE KLEIN PARTNERSHIP

Date: May 2021
TKP Ref: 5468

SOUTH MELBOURNE MARKET SINCE 1867

Key Findings

- *Perhaps expectedly, Market visitors this wave were much more likely to be locals.*
  - *We would anticipate a lack of international visitors and a reduced number of interstate visitors due to Covid, however shoppers were also less likely to have traveled from outer suburbs. A much higher proportion lived in close proximity to the Market.*
- *Frequency of visitation has increased slightly (from an average of 41 to 44 visits per year). Interestingly, we note a very sizeable jump in the frequency of visitation among those interviewed on Wednesday.*
  - *This is primarily attributed to those aged 35-64 who we hypothesise might be working from home locally and therefore more likely to be able to visit the Market on weekdays.*
  - *Covid appears to have had no impact on frequency of visitation overall. While there are a handful of people who are visiting less than they were prior to Covid, this is balanced out by a similar proportion who are visiting more frequently.*
- *Time spent at the Market has decreased. This may be a change in behaviour driven by Covid, but may be due to the shopper base being more local and - perhaps – more familiar with the Market and more likely to be visiting with a purpose as opposed to just browsing.*
- *Positively, despite duration of the visit having dropped, average spend is up from $76 to $83. This is encouraging.*
- *Overall views on the Market remain consistent, with 95% of shoppers rating it very good or excellent.*
  - *We note consistency in perceptions of the food related product categories, however satisfaction with General Merchandise and Clothing & Accessories is down significantly vs. Oct '19.*
  - *While this isn't ideal, it hasn't impacted the overall Market rating, indicating that drivers of satisfaction with the Market are likely to be fresh produce related.*

Key Findings

- *South Melbourne Market achieves an exceptionally high Net Promotor Score (+76) with almost no shoppers falling into the 'detractor' category.*
- *Awareness of SMM Direct is very low, despite shoppers being more frequent, local visitors this wave.*
  - *This represents an opportunity. Perhaps a different way of communicating the message in order to increase awareness?*
- *Just shy of half stated that they buy the majority of their fresh food at the Market. Pleasingly, this outnumbers all other channels.*
- *A higher proportion travelled to the Market by car this wave; to the detriment of public transport. We hypothesise that there is still some concern taking PT. It may also be attributed to higher spend (and therefore more shopping bags) making traveling by car more convenient.*
- *71% of shoppers interviewed agreed or strongly agreed that SMM was adhering to Covid safe practices. Despite this, 86% felt safe and comfortable visiting the Market.*
  - *While we may have liked to see a higher figure for adherence, there is no evidence to suggest that this is affecting shopping behaviour.*

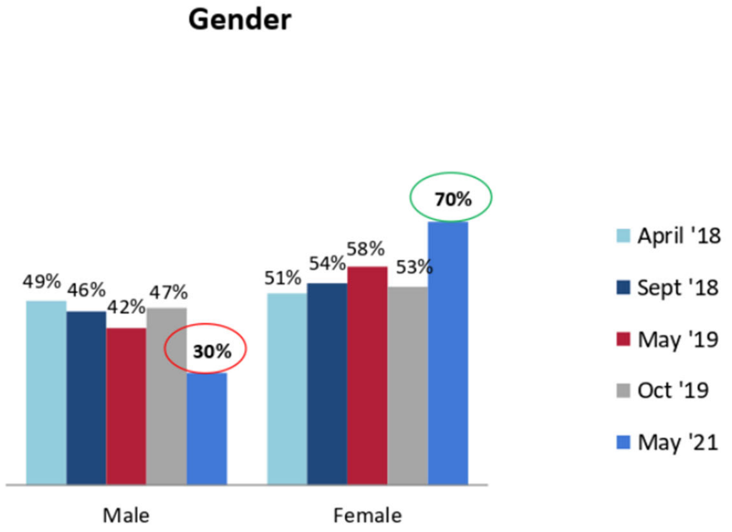
Methodology

Methodology

Who?	South Melbourne Market Shoppers
What?	Exit interviews conducted at South Melbourne Market
Where?	Interviews were conducted concurrently at 5 SMM exits points: 1. Inside market at the bottom of the rooftop stairs 2. Centre aisle on Coventry St 3. Cecil St (Claypots /Yoyo Sushi) 4. Deli Aisle on Coventry St 5. Food Hall
How Many?	n = 563 (>100 per exit)
When?	Wave 6 (18th – 22nd April 2018) Wave 7 (5th – 9th Sept 2018) Wave 8 (1st – 5th May 2019) Wave 9 (9th - 13th October 2019) Wave 10 (4th - 9th May 2021) Wednesday, 12:00pm – 4:00pm Friday, 8:00am – 12:00pm Saturday, 8:00am – 12:00pm Sunday, 12:00pm – 4:00pm

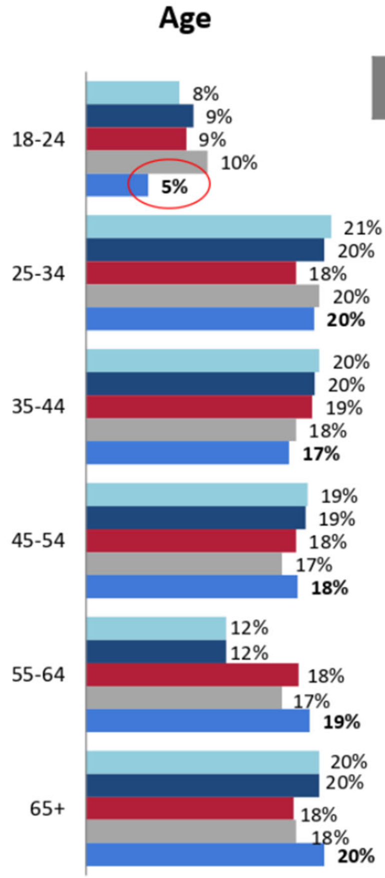
Sample Characteristics

Sample Characteristics



We note an increase in responses by females this wave.

We applied weights to the data and found that the difference in gender split has had no impact on results. Insights throughout are therefore charted unweighted.



Average	48.4

Average age is in line with history.

Visitors on Sunday were significantly younger than the overall average.

	Average age by day			
	Wed	Fri	Sat	Sun
Sept '18	43.8	47.3	47.2	46.3
May '19	44.9	47.3	50.8	44.9
Oct '19	46.2	46.1	47.3	44.8
May '21	48.9	51.1	49.2	44.6

*Base: **Total Sept'17** n=498, **Apr'18** n=500, **Sept'18** n=500, **May'19** n=500 **Oct'19** n=500, **May '21** n=563. Q7: In which of the following age groups do you fall? Q10. Record gender (Do not ask)*

Sample Characteristics

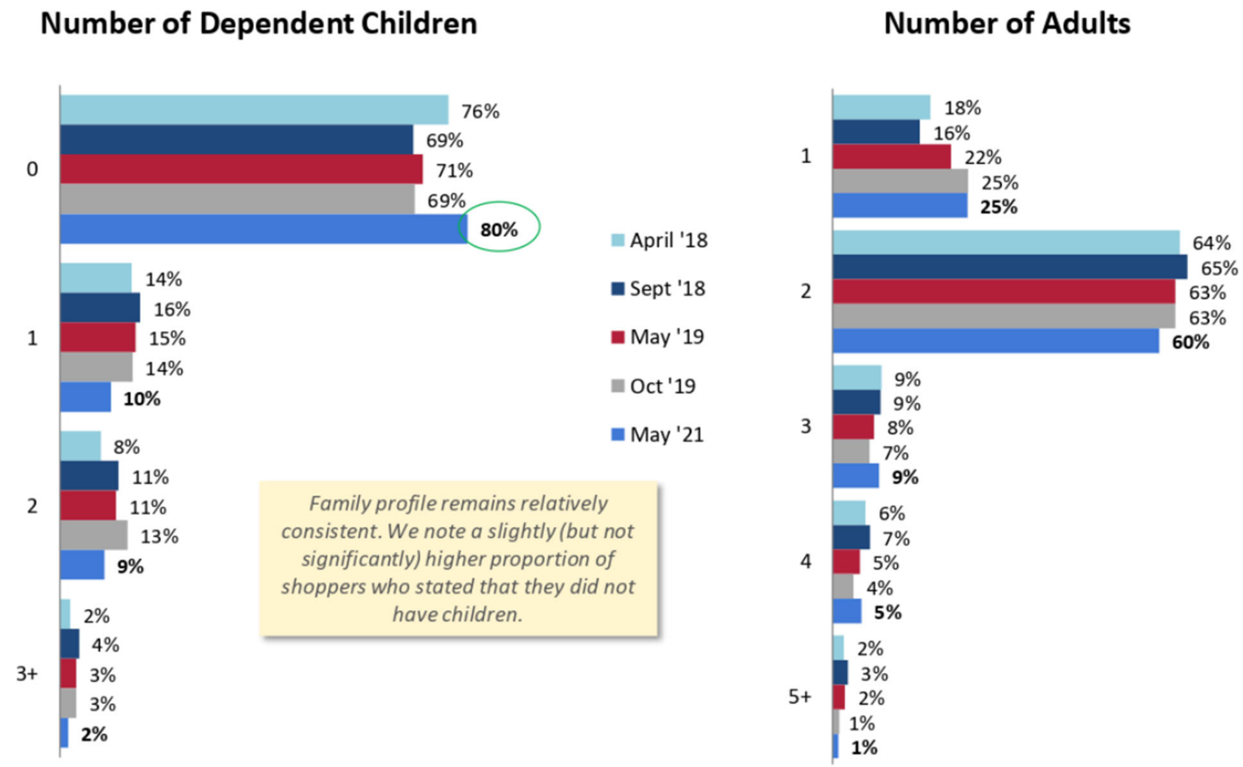
Exit by Age & Gender

Those interviewed inside the market were more likely to be female, while shoppers interviewed in the Deli Aisle were significantly older.

Column %	Gender		Age					
	Male	**Female**	**18-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**
Inside mkt, bottom of rooftop stairs	**11%**	**22%**	17%	24%	14%	20%	10%	26%
Centre Aisle, Coventry St	22%	21%	23%	20%	26%	26%	18%	16%
Cecil St – Claypots / YoYo Sushi	19%	20%	20%	28%	29%	13%	18%	12%
Deli Aisle, Coventry St	23%	17%	10%	**7%**	11%	14%	**30%**	**35%**
Food Hall	25%	20%	30%	21%	20%	27%	25%	**11%**
Base	*168*	*395*	*30*	*110*	*98*	*102*	*108*	*115*

*Base: **Total n (as above)**. Q7: In which of the following age groups do you fall? Q10. Record gender (Do not ask)*

Sample Characteristics



Average	0.3

Average	2.0

*Base: **Total Sept'17** n=498, **Apr'18** n=500, **Sept'18** n=500, **May 19** n=500, **Oct 19** n=500, **May '21** n=563.. Q8a. How many people do you have in your household - adults?; Q8b. How many people do*

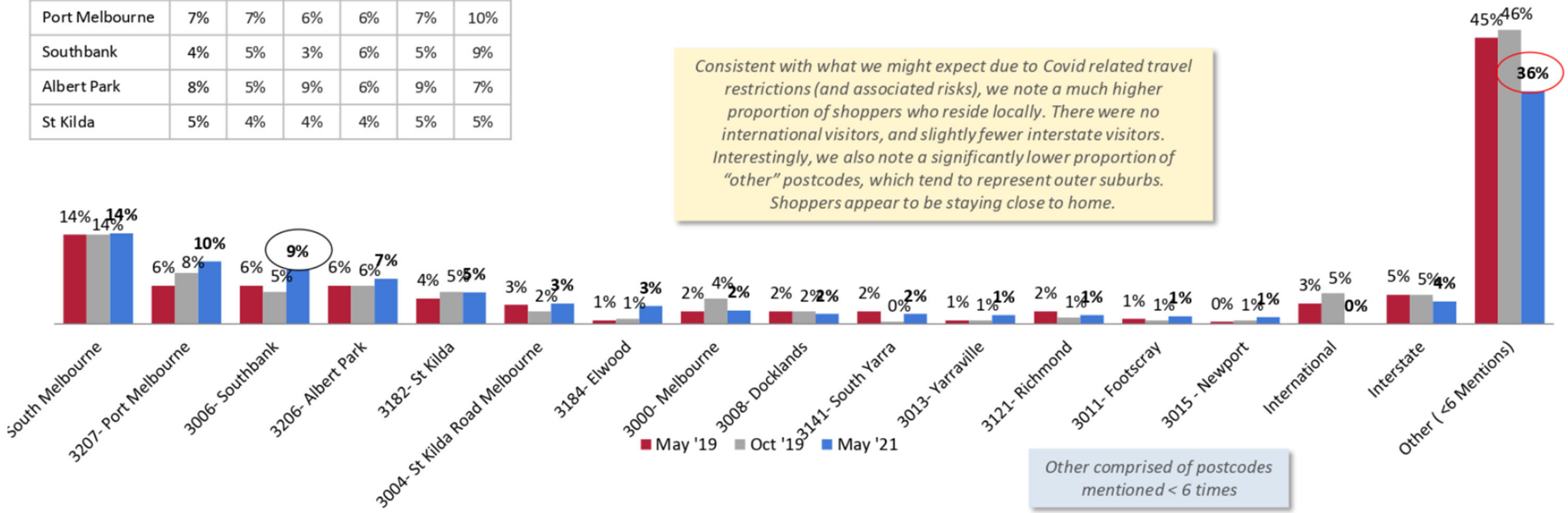
Sample Characteristics

Residential Postcode

Main Postcodes – Longer-Term Trends	Sept '17	Apri l '18	Sept '18	May '19	Oct '19	May '21
Sth Melbourne	11%	12%	16%	14%	16%	14%
Port Melbourne	7%	7%	6%	6%	7%	10%
Southbank	4%	5%	3%	6%	5%	9%
Albert Park	8%	5%	9%	6%	9%	7%
St Kilda	5%	4%	4%	4%	5%	5%

Proportion of International Visitors – Longer-Term Trends									
Sept '15	April '16	Sept '16	April '17	Sept '17	April '18	Sept '18	May '19	Oct '19	May '21
0%	1%	0%	2%	2%	3%	3%	3%	5%	0%

Consistent with what we might expect due to Covid related travel restrictions (and associated risks), we note a much higher proportion of shoppers who reside locally. There were no international visitors, and slightly fewer interstate visitors. Interestingly, we also note a significantly lower proportion of "other" postcodes, which tend to represent outer suburbs. Shoppers appear to be staying close to home.

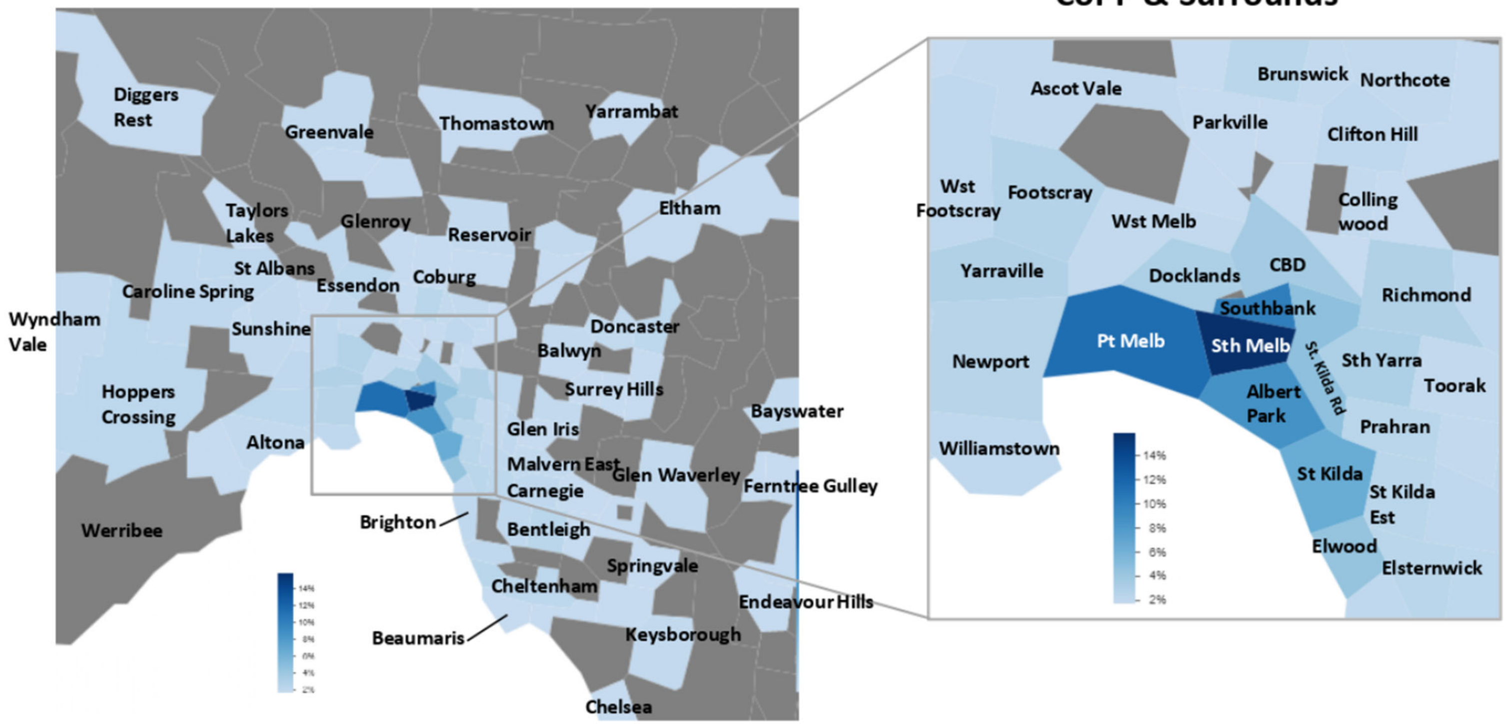


Other comprised of postcodes mentioned < 6 times

Sample Characteristics

Residential Postcode - Map

CoPP & Surrounds



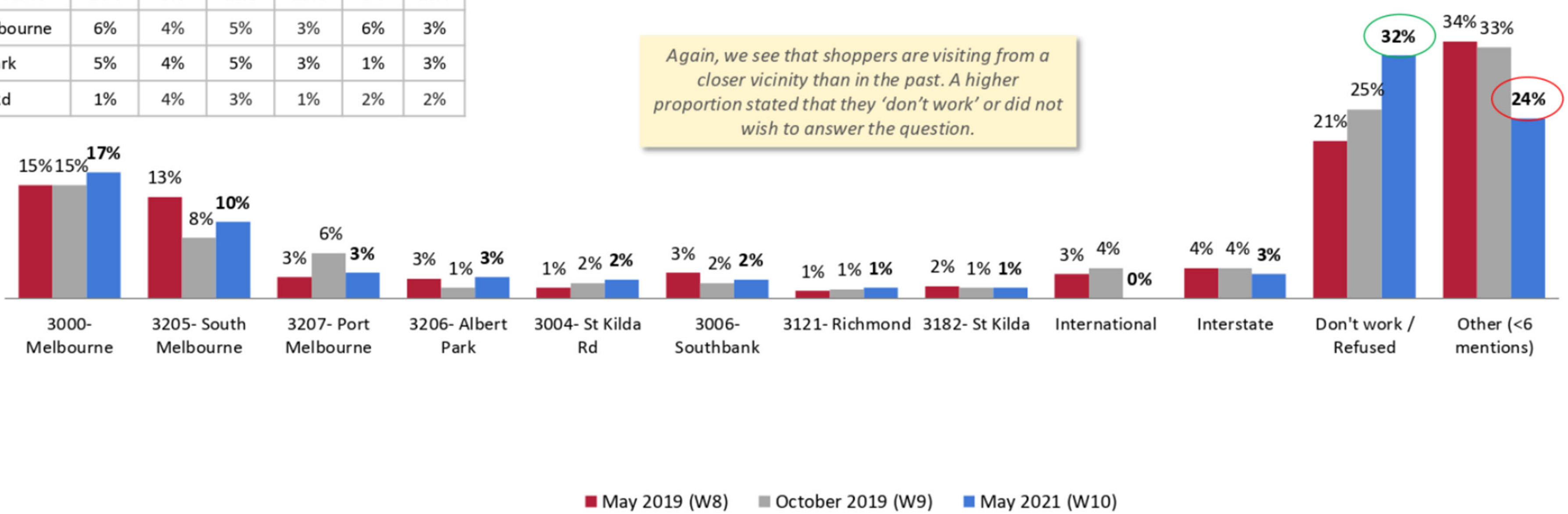
Sample Characteristics

Work Postcode

Main Postcodes – Longer-Term Trends	Sept '17	April '18	Sept '18	May '19	Oct '19	May '21
Melbourne	16%	12%	16%	15%	15%	17%
Sth Melbourne	14%	9%	16%	13%	8%	10%
Port Melbourne	6%	4%	5%	3%	6%	3%
Albert Park	5%	4%	5%	3%	1%	3%
St Kilda Rd	1%	4%	3%	1%	2%	2%

Other comprised of postcodes garnering <6 mentions

Again, we see that shoppers are visiting from a closer vicinity than in the past. A higher proportion stated that they 'don't work' or did not wish to answer the question.



*Base: **Work Sept'17** n = 340 , **Apr'18** n = 500, **Sept'18** n = 500, **May '19** n = 500, **Oct '19** n = 500, **May '21** n=563 Q6b: In which postcode do you...?*

Sample Characteristics

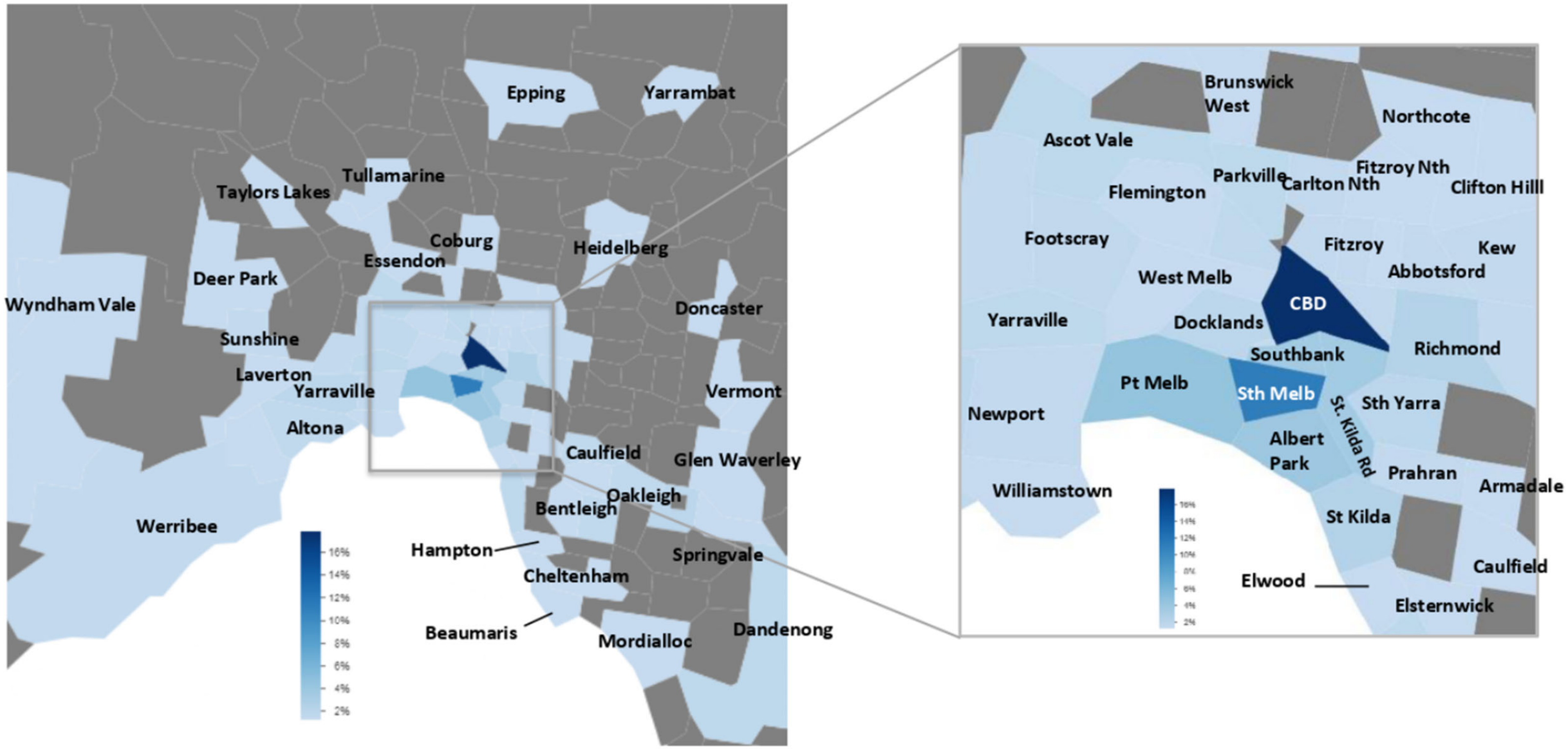
Work Postcode by Day of Week

Column %	Total May '21	Wed	Fri	Sat	Sun
3000- Melbourne	17%	9%	10%	21%	25%
3205- South Melbourne	10%	18%	11%	5%	7%
3207- Port Melbourne	3%	1%	7%	3%	4%
3206- Albert Park	3%	4%	1%	3%	3%
3004- St Kilda Road Melbourne	2%	1%	2%	3%	4%
3006- Southbank	2%	4%	1%	1%	4%
3121- Cremorne	1%	1%	1%	3%	1%
3182- St Kilda	1%	2%	1%	1%	1%
3008- Docklands	1%	1%	1%	1%	0%
3025- Altona North	1%	2%	1%	1%	0%
3141- South Yarra	1%	1%	0%	0%	3%
3168- Clayton	1%	1%	0%	1%	2%
3013- Yarraville	1%	1%	2%	0%	0%
3032 - Ascot Vale / Maribrynong	1%	0%	0%	2%	1%
3052 - Parkville	1%	0%	0%	1%	1%
3175- Bangholme	1%	0%	0%	3%	0%
3186- Brighton	1%	0%	1%	1%	1%
Other	17%	9%	15%	23%	18%
Interstate	3%	4%	5%	2%	2%
Don't work / Refused	32%	41%	39%	25%	24%
Column n	*563*	*138*	*137*	*150*	*138*

*Base: **May '21** n = 563 Q6b: In which postcode do you...?*

Sample Characteristics

Work Postcode - Map



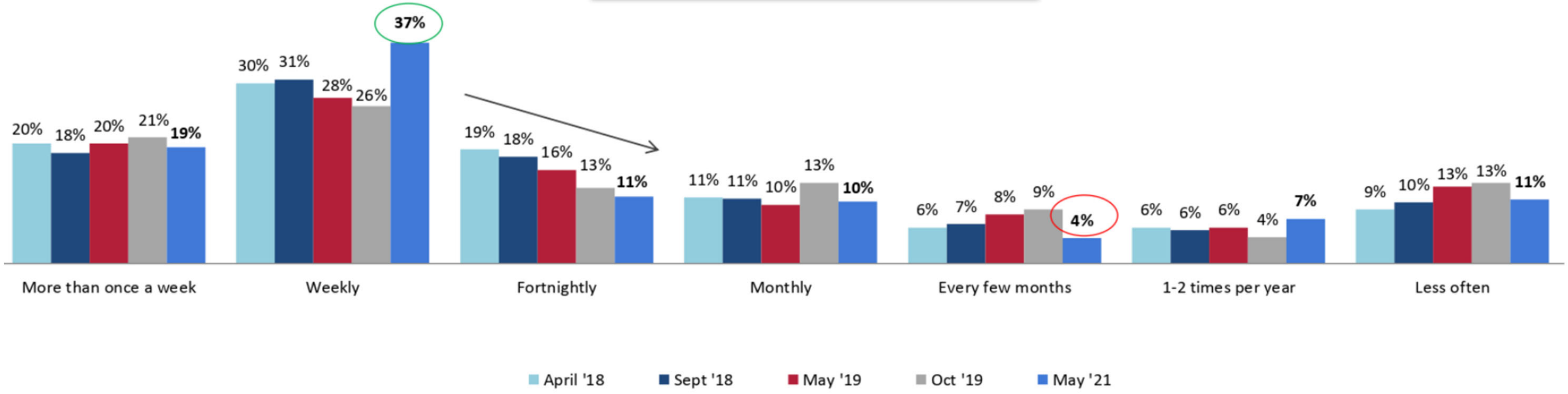
Base: **Home May '19** n=500; Q6a: In which postcode do you ...?

Research Findings

Frequency of Visitation

Average Visits – Longer-Term Trends					
Sept '17	April '18	Sept '18	May '19	Oct '19	May '21
43	43	42	41	41	44

Interestingly, frequency of visitation has increased. This may be attributed to a lack of shoppers traveling to the market from further afield, thus we have captured more regular, local shoppers.



Base: Total Sept'17 n=498, Apr'18 n=500, Sept'18 n=500, May'19 n=500 Oct'19 n=500, May '21 n=563. Q1: About how often do you visit South Melbourne Market?

Frequency of Visitation

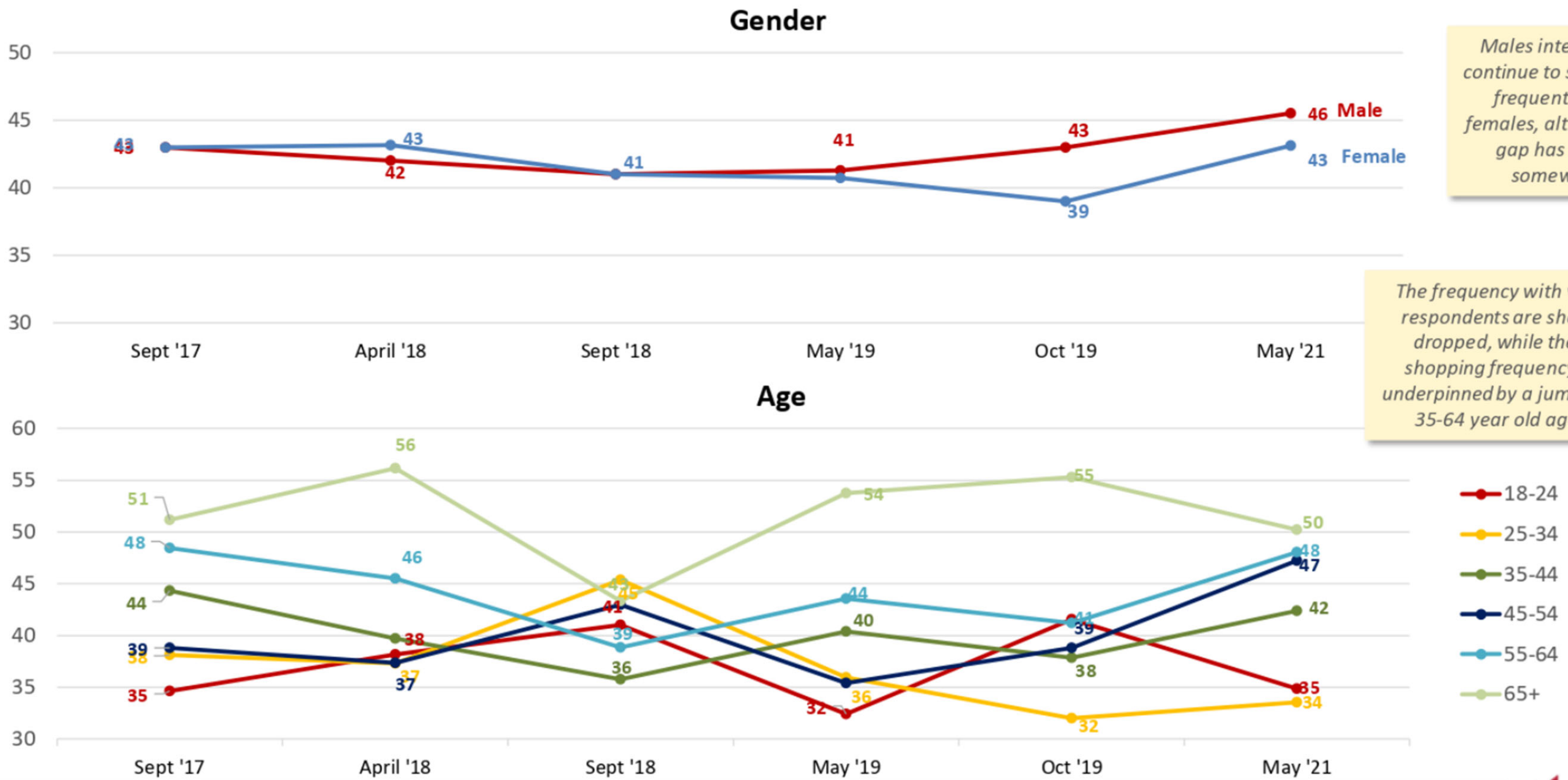
Similar to historic trends, we see that frequency of visitation increases with age, and the most regular shoppers were interviewed on Wednesdays. It appears that weekends attract more casual visitors.

	Gender		Age						Day				Exit				
Column %	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Wed	Fri	Sat	Sun	Bottom of rooftop stairs	Centre Aisle, Coventry	Claypots - Cecil St	Deli Aisle, Coventry	Food Hall
More than once week	21%	18%	17%	10%	15%	24%	23%	25%	30%	21%	15%	11%	15%	26%	12%	27%	17%
Weekly	37%	37%	27%	33%	41%	35%	38%	40%	32%	40%	34%	41%	41%	43%	30%	43%	28%
Fortnightly	9%	12%	7%	15%	14%	10%	10%	8%	9%	15%	9%	12%	10%	8%	10%	11%	16%
Monthly	11%	10%	10%	14%	8%	13%	10%	7%	12%	5%	13%	11%	13%	8%	10%	6%	14%
Every few months	4%	4%	10%	4%	8%	3%	4%	2%	3%	2%	6%	6%	7%	3%	7%	2%	3%
1 - 2 times year	8%	7%	3%	9%	9%	6%	6%	8%	5%	7%	10%	7%	8%	7%	11%	6%	7%
Less often	10%	11%	27%	15%	4%	10%	8%	10%	9%	9%	13%	12%	7%	4%	21%	6%	16%
Av. visits per year (approx.)	46	43	35	34	42	47	48	50	52	48	38	38	42	53	32	54	38
Base	168	395	30	110	98	102	108	115	138	137	150	138	106	118	111	108	120

*Base: **Total Sept'17** n=498, **Apr'18** n=500, **Sept'18** n=500, **May'19** n=500 **Oct'19** n=500, **May '21** n=563. Q1: About how often do you visit South Melbourne Market?*

Frequency of Visitation

Demographics Over Time



Males interviewed continue to shop more frequently than females, although the gap has closed somewhat.

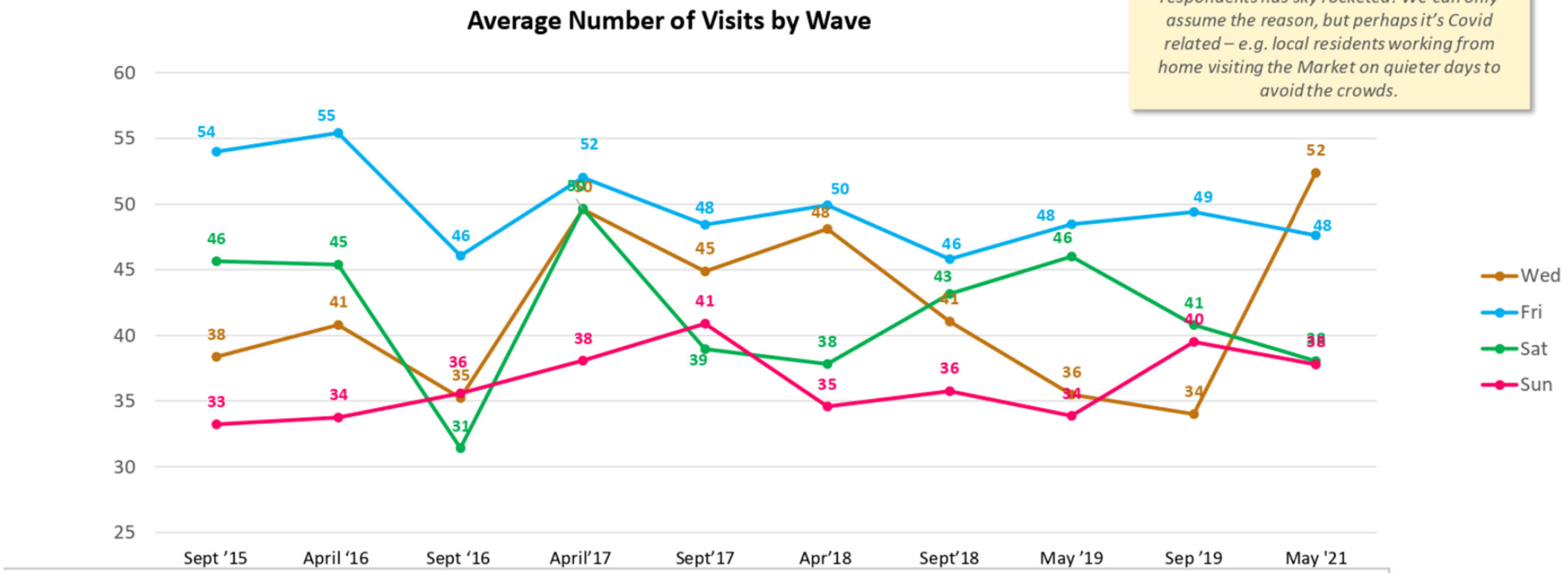
The frequency with which older respondents are shopping has dropped, while the boost in shopping frequency overall is underpinned by a jump among th 35-64 year old age groups.

*Base: Total **Total Sept'17** n = 517, **Apr'18** n = 500 , **Sept'18** n = 500, **May '19** n = 500, **Oct '19** n = 500, **May '21** n=563. Q1: About how often do you visit South Melbourne Market?*

Frequency of Visitation

Day of the Week Over Time

Shopping frequency among Wednesday respondents has sky rocketed! We can only assume the reason, but perhaps it's Covid related – e.g. local residents working from home visiting the Market on quieter days to avoid the crowds.



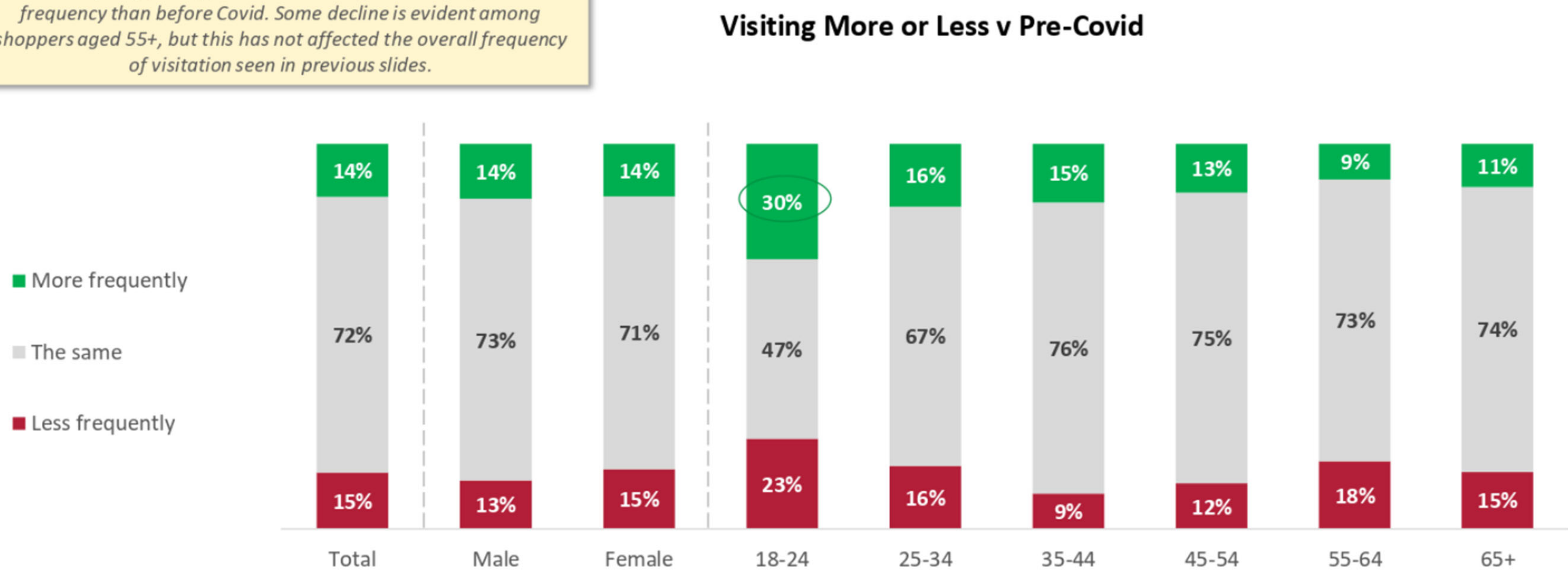
Avg. by Wave	43	44	38	47	43	43	42	41	41	44

*Base: **Total Sept '15** n = 414 , **April '16** n = 415, **Sept '16** n = 410, **April'17** n = 521, **Sept'17** n = 517, **Apr'18** n = 500 , **Sept'18** n = 500, **May '19** n = 500, **Sep '19** n = 500; **May '21** n=563; Q1: About how*

Covid

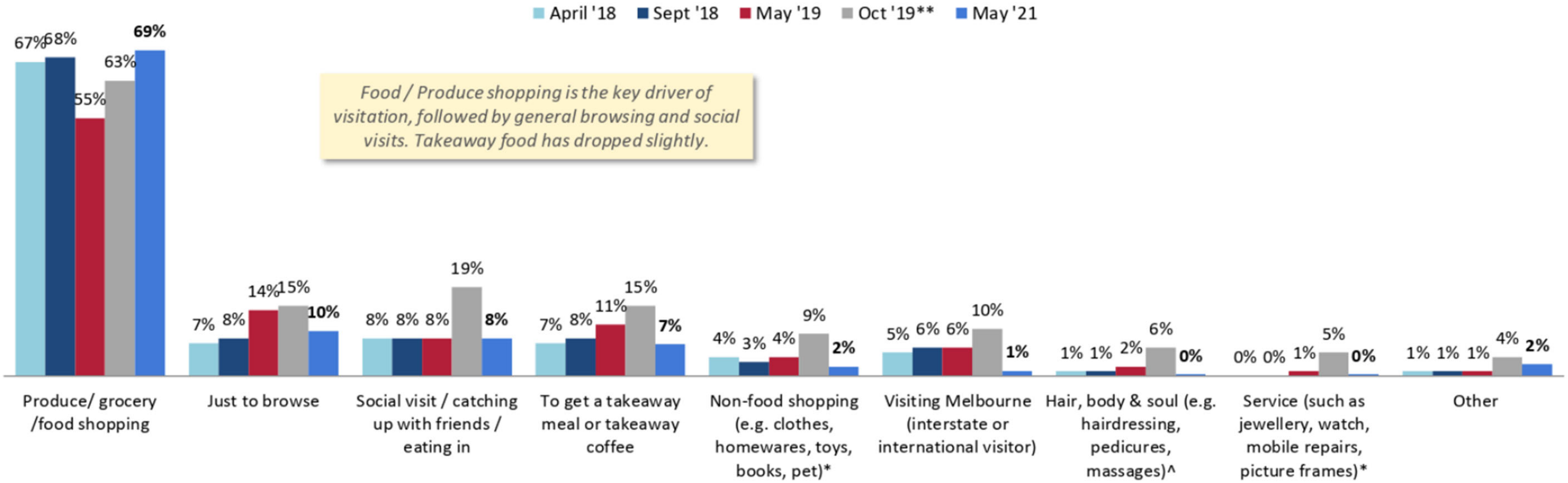
Visitation

On balance, shoppers appear to be visiting with roughly the same frequency than before Covid. Some decline is evident among shoppers aged 55+, but this has not affected the overall frequency of visitation seen in previous slides.



*Base: **May '21 Total** n=563, **Male** n=168, **Female** n=395, **18-24** n=30, **25-34** n=110, **35-44** n=98, **45-54** n=102, **65+** n=115 . Q1COVIDVISIT. Are you visiting the Market more, the same or less frequently*

Reason for Visitation



**Note – wording change in April 2018. Caution when comparing results with historic data.*
^New in April 2018

*** In Oct '19 this question was asked as a multiple response (interviewers allowed shoppers to pick more than one reason for visitation), accounting for the higher numbers achieved to this wave. All other waves (including 2021) were single response (pick one **main** reason).*

*Base: **Total Sep'17** n = 515, **Apr'18** n= 500, **Sept'18** n = 500; **May '19** n = 500; **Oct '19** n = 500, **May '21** n=563; Q2: What is the main reason for your visit to the South Melbourne Market today?*

Reason for Visitation

*Interview locations are telling in understanding the reason for visitation. Those who were **not** attending the Market primarily for produce / food were more likely to be interviewed along Cecil St or in the Food Hall.*

Column %	Gender		Age						Day				Exit				
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Wed	Fri	Sat	Sun	Bottom of rooftop stairs	Centre Aisle, Coventry	Claypots-Cecil St	Deli Aisle, Coventry	Food Hall
Produce/ grocery /food shopping	68%	70%	43%	57%	73%	73%	72%	79%	68%	73%	72%	64%	82%	83%	49%	84%	51%
Just to browse	7%	11%	10%	14%	6%	10%	6%	11%	7%	12%	11%	8%	10%	9%	17%	8%	3%
Social visit / catching up with friends / eating in	11%	7%	27%	13%	5%	6%	8%	3%	0%	1%	9%	22%	0%	2%	14%	1%	22%
To get a takeaway meal or takeaway coffee	10%	6%	13%	12%	7%	7%	3%	3%	17%	5%	3%	2%	3%	3%	6%	5%	16%
Non-food shopping (e.g. clothes, homewares, toys, books, pet food)	0%	3%	0%	1%	4%	2%	3%	1%	2%	2%	2%	1%	2%	0%	6%	0%	2%
Visiting Melbourne	1%	1%	0%	3%	2%	0%	0%	1%	1%	1%	2%	1%	1%	0%	4%	0%	1%
Hair, body & soul (e.g. hairdressing, pedicures, massages)	0%	1%	3%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	1%	1%	0%	0%
Service (such as jewellery, watch, mobile repairs, picture framing)	0%	1%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%
Other (specify)	4%	2%	3%	0%	2%	1%	7%	2%	3%	5%	1%	1%	2%	1%	2%	2%	6%
n	*168*	*395*	*30*	*110*	*98*	*102*	*108*	*115*	*138*	*137*	*150*	*138*	*106*	*118*	*111*	*108*	*120*

*Base: **Total Sep'17** n = 515, **Apr'18** n= 500, **Sept'18** n = 500; **May '19** n = 500; **Oct '19** n = 500, **May '21** n=563; Q2: What is the main reason for your visit to the South Melbourne Market today?*

Reason for Visitation

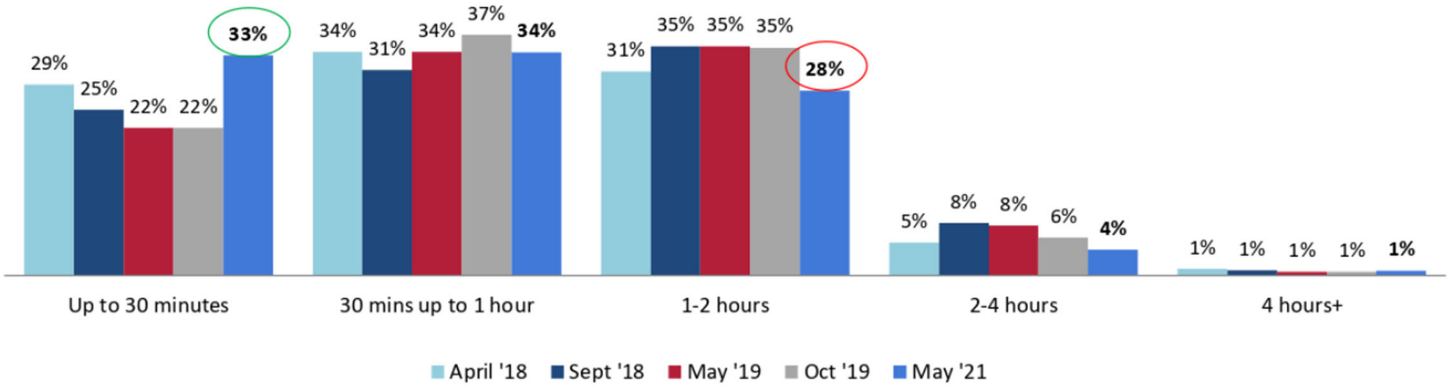
2017	2018	2019	2021
Nearby shops	Lunch	Working	Emmy influencer
Party supplies	Just moved here	Scones	health food store
	Work	Cheese/French/Dim Sims	The wife dragged me
	Work	Spices	Footwear
		Seafood	Dropping partner off
		Seafood	Working
		Seafood	Flowers
		Food court	Work
		Seafood	Tablets
		Seafood	family recomended
		Walking through	Pick up
		School excursion to learn about tourism and environmental impact	Scoop buy nuts etc
		Tarot	Flowers
		To eat food	Working
		Kill time	
		Be amongst crowd	
		Passing by	
		Passing by	
		Atmosphere	
		Filling in time	
		Leading bike through	
		Fish	

*Base: **Total Sep'17** n = 515, **Apr'18** n= 500, **Sept'18** n = 500; **May '19** n = 500; **Oct '19** n = 500, **May '21** n=563: Q2: What is the main reason for your visit to the South Melbourne Market today?*

Time Spent on this Visit

Average	Wave			
	Sep '18	May '19	Oct '19	May '21
Time Spent on this Visit	67	66	64	55

Shoppers are attending the Market more frequently, but spending less time per visit. This may be a change in behaviour driven by Covid, OR the fact that our shopper base is focussed more locally this wave, thus we would assume that they are more familiar with the Market and may be visiting with purpose.



*Base: **Total Sep'17** n = 515, **Apr'18** n= 500, **Sept'18** n = 500; **May '19** n = 500; **Oct '19** n = 500, **May '21** n=563; Q3 About how long did you spend/do you think you will spend at the market today?*

Time Spent on this Visit

By Sub Group May '21

Those interviewed in the Food Hall and Sunday shoppers appear to be more leisurely in their visits, averaging well over an hour at the Market.

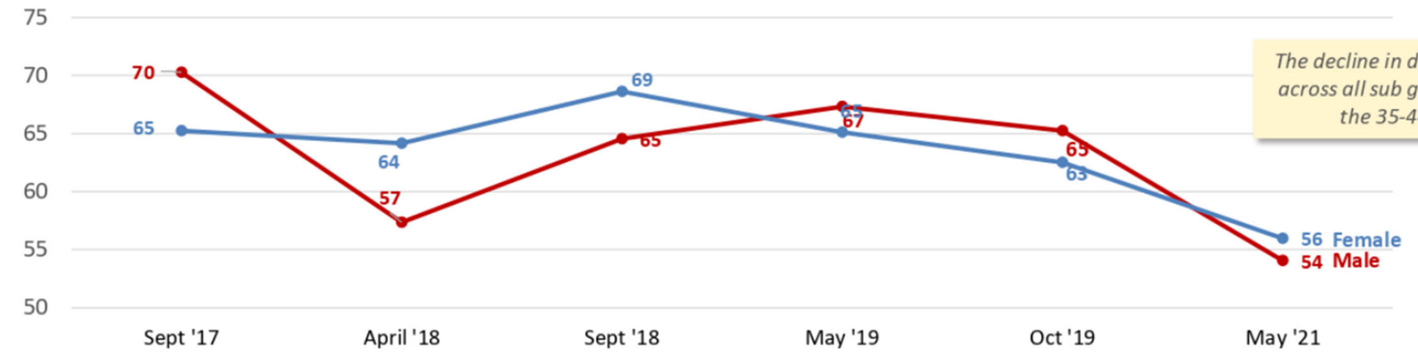
Shoppers attending the deli aisle are in and out in half the time of other shoppers.

	Gender		Age						Day				Exit				
Column %	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Wed	Fri	Sat	Sun	Bottom of rooftop stairs	Centre Aisle, Coventry	Claypots-Cecil St	Deli Aisle, Coventry	Food Hall
Up to 30 minutes	38%	32%	23%	33%	29%	34%	33%	40%	46%	31%	32%	25%	27%	31%	29%	66%	17%
30 mins up to 1 hour	35%	33%	40%	37%	39%	31%	31%	30%	28%	36%	34%	38%	44%	46%	25%	22%	32%
1 - 2 hours	21%	31%	33%	23%	24%	33%	31%	28%	23%	31%	29%	28%	24%	21%	39%	9%	46%
2 - 4 hours	5%	4%	0%	6%	7%	1%	4%	3%	2%	1%	5%	7%	4%	3%	5%	2%	6%
4 hours +	1%	1%	3%	1%	1%	0%	1%	0%	1%	0%	0%	2%	1%	0%	2%	1%	0%
Average	54.0	56.0	64.8	57.2	60.7	51.0	57.0	49.0	47.2	51.7	54.9	67.8	55.8	48.8	67.5	35.2	68.5
n	*168*	*395*	*30*	*110*	*98*	*102*	*108*	*115*	*138*	*137*	*150*	*138*	*106*	*118*	*111*	*108*	*120*

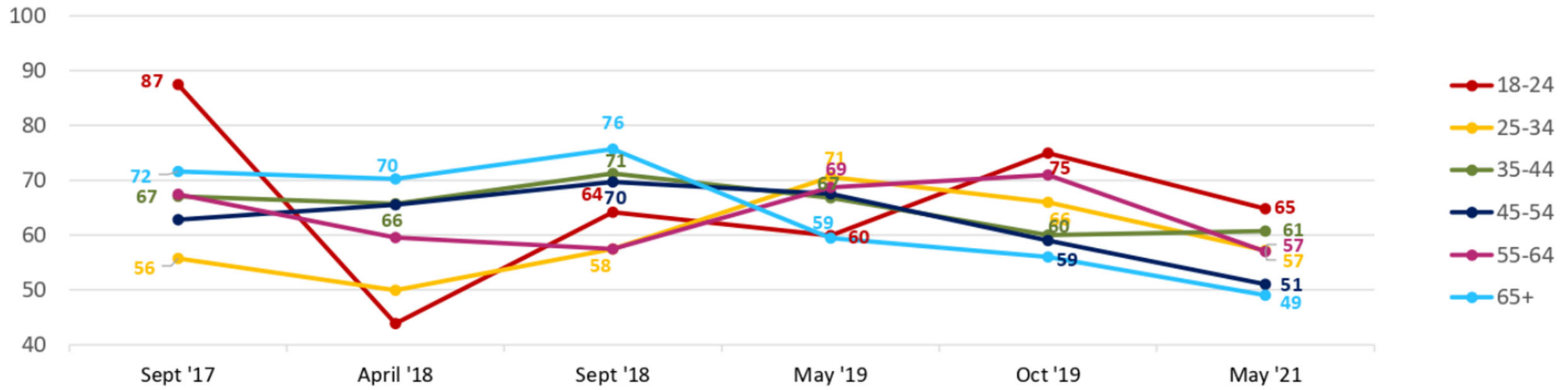
*Base: Total **Sep'17** n = 515, **Apr'18** n= 500, **Sept'18** n = 500; **May '19** n = 500; **Oct '19** n = 500, **May '21** n=563; Q3 About how long did you spend/do you think you will spend at the market today?*

Time Spent on this Visit

Demographics Over Time



The decline in duration of the visit is evident across all sub groups, with the exception of the 35-44 year old age group.



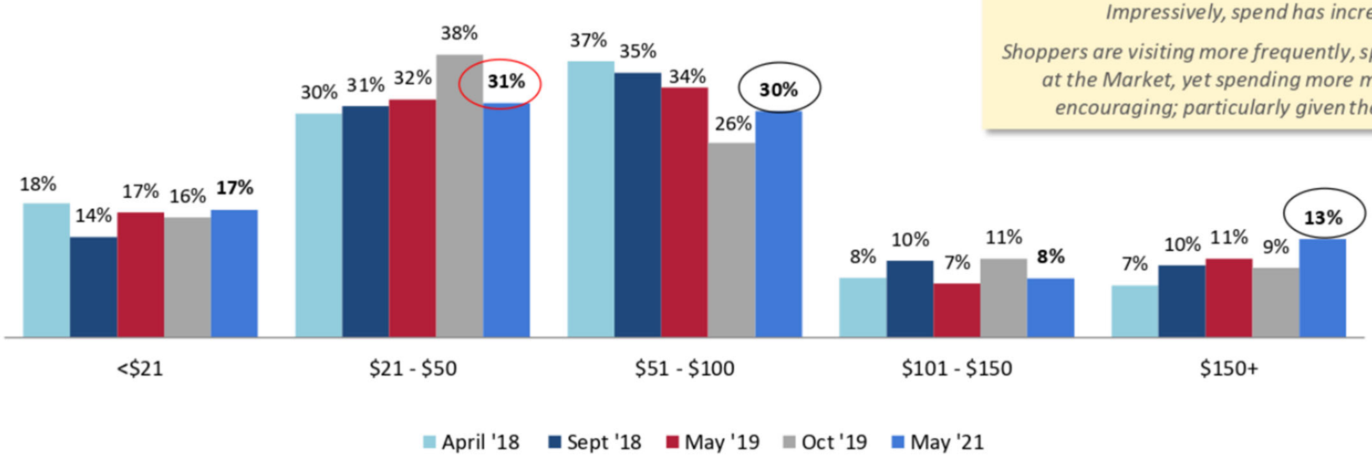
*Base: Total **Sep'17** n = 515. **Apr'18** n= 500. **Sept'18** n = 500; **May '19** n = 500; **Oct '19** n = 500. **May '21** n=563; Q3 About how long did you spend/do you think you will spend at the market today?*

Money Spent on this Visit

Average Spend Over Time				
April '18	Sept '18	May '19	Oct '19	May '21
72	78	79	76	83

Impressively, spend has increased.

Shoppers are visiting more frequently, spending less time at the Market, yet spending more money. This is encouraging; particularly given the past year.



Base: Total ***Sep'17*** *n = 515,* ***Apr'18*** *n= 500,* ***Sept'18*** *n = 500;* ***May '19*** *n = 500;* ***Oct '19*** *n = 500,* ***May '21*** *n=554; Q4: How much do you think you will spend/have spent at the market on this visit?*

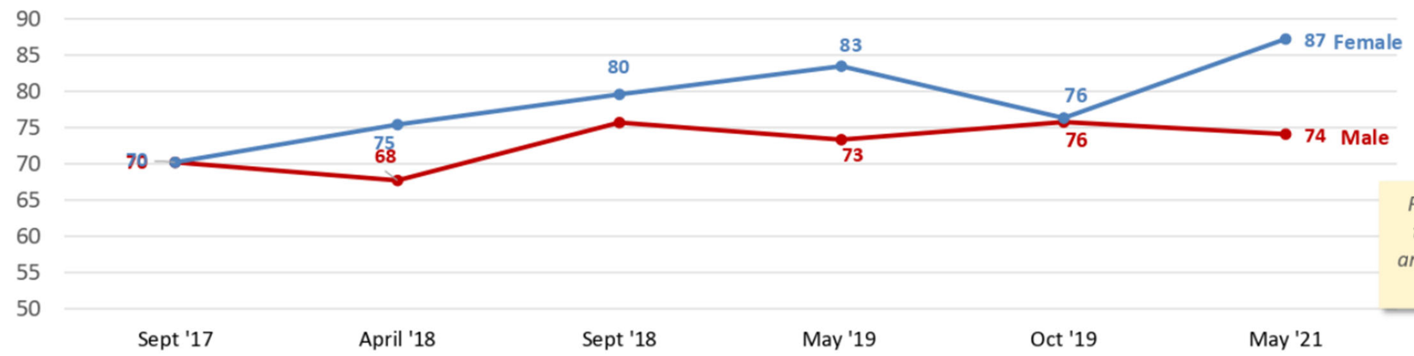
Money Spent on this Visit

The youngest shoppers are spending the least; consistent with previous waves.

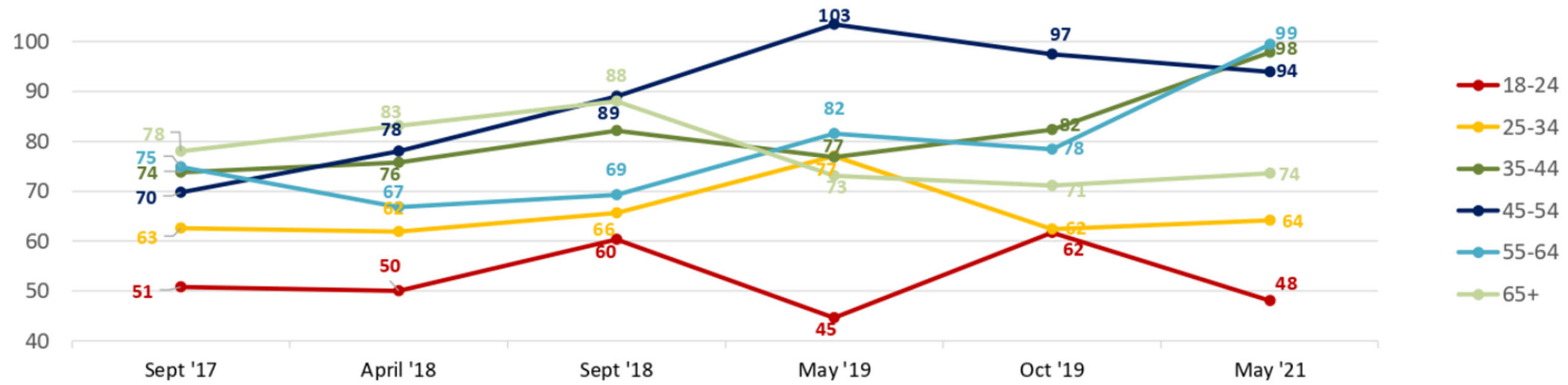
Column %	Gender		Age						Day				Exit				
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Wed	Fri	Sat	Sun	Bottom of rooftop stairs	Centre Aisle, Coventry	Claypots-Cecil St	Deli Aisle, Coventry	Food Hall
<$21	21%	16%	30%	21%	14%	13%	8%	25%	23%	15%	13%	19%	7%	18%	9%	30%	21%
$21-$50	35%	30%	43%	37%	34%	27%	28%	27%	36%	31%	31%	28%	26%	31%	40%	27%	31%
$51-$100	29%	31%	23%	34%	27%	33%	29%	31%	27%	25%	36%	33%	47%	34%	30%	21%	21%
$101-$150	5%	9%	0%	1%	6%	10%	19%	6%	3%	13%	9%	7%	4%	8%	10%	11%	7%
Over $150	10%	15%	3%	7%	19%	18%	15%	11%	11%	16%	12%	14%	16%	9%	11%	10%	19%
Average	$74	$87	$48	$64	$98	$94	$99	$74	$70	$92	$84	$87	$90	$78	$86	$71	$91
n	*168*	*386*	*30*	*110*	*96*	*101*	*106*	*111*	*137*	*134*	*149*	*134*	*102*	*118*	*110*	*106*	*118*

*Base: Total **Sep'17** n = 515, **Apr'18** n= 500, **Sept'18** n = 500; **May '19** n = 500; **Oct '19** n = 500, **May '21** n=554; Q4: How much do you think you will spend/have spent at the market on this visit?*

Money Spent on this Visit



Females spend significantly more than males. The long term trend among females is positive, with last wave being an anomaly.

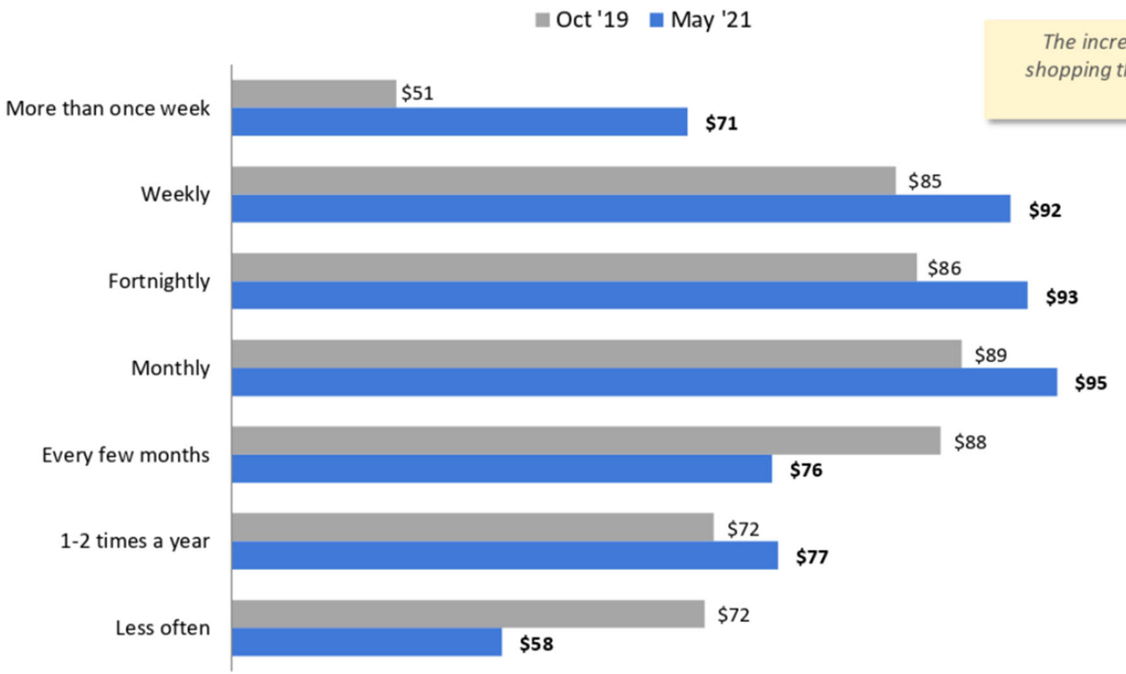


*Base: Total **Sep'17** n = 515, **Apr'18** n= 500, **Sept'18** n = 500; **May '19** n = 500; **Oct '19** n = 500, **May '21** n=554; Q4: How much do you think you will spend/have spent at the market on this visit?*

Attachment 1: 5468 SMM Exit Interviews May 21

Money Spent on this Visit

By frequency of Visit

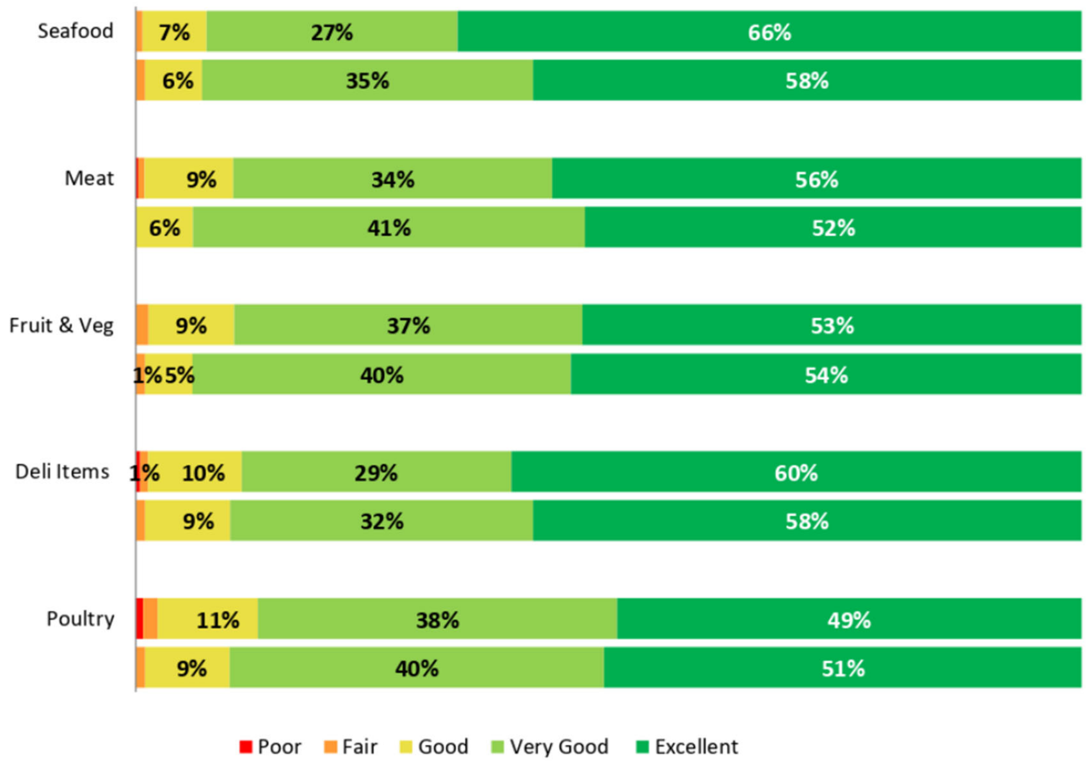


The increase in spend overall comes from those who are shopping the most frequently. Spend among this cohort has increased $20 - from $51 to $71.

*Base: **Total Sep'17** n = 515, **Apr'18** n= 500, **Sept'18** n = 500; **May '19** n = 500; **Oct '19** n = 500, **May '21** n=554; Q4: How much do you think you will spend/have spent at the market on this visit?*

Views on the Offer

Perceptions of fruit & veg have slipped backwards slightly, but not (quite) significantly). This has, however caused it to drop down the rankings from the most positively rated product category in October 2019. Seafood maintains it's score and is now the top rated product category.

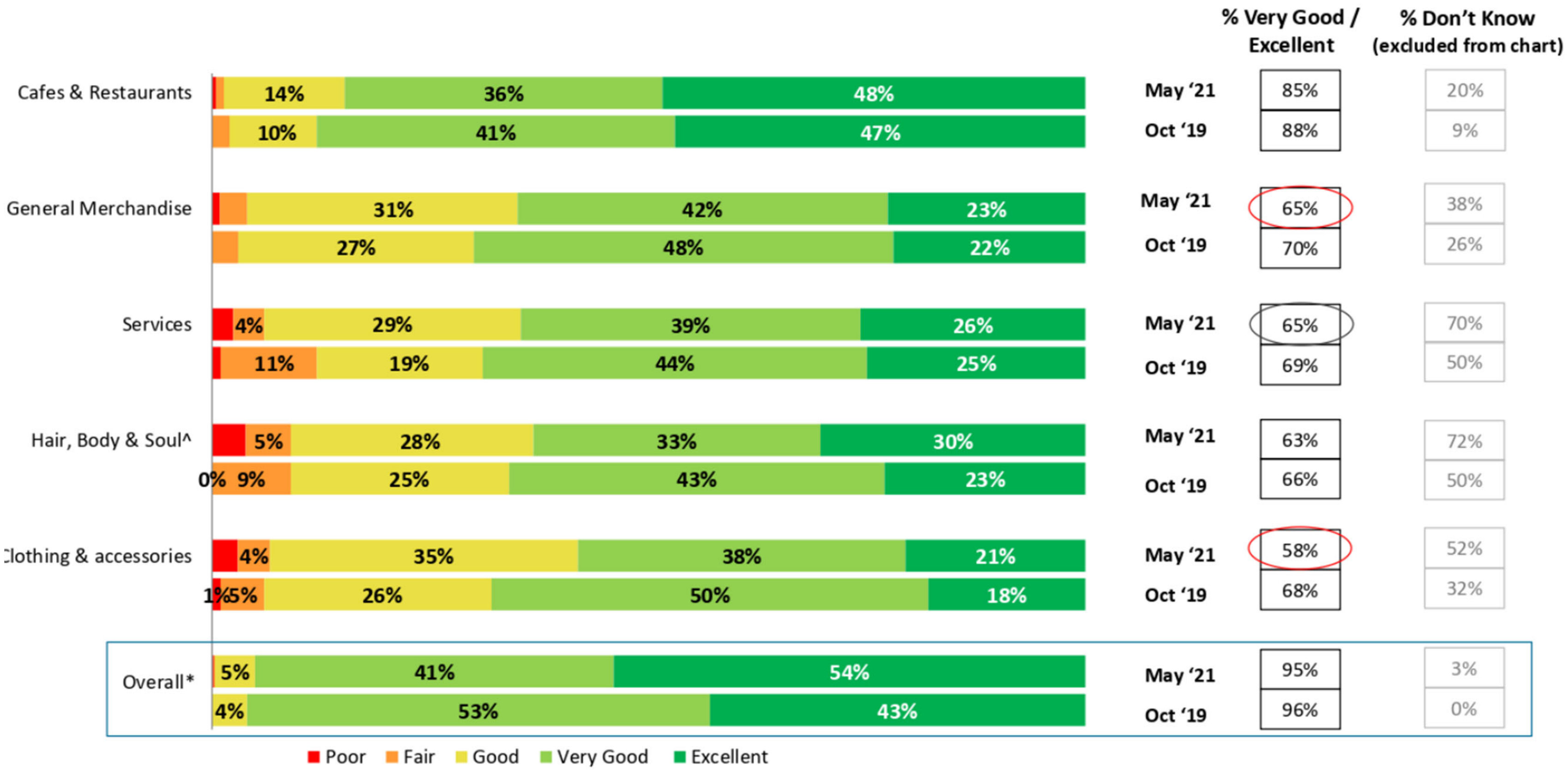


		% Very Good / Excellent	% Don't Know (excluded from chart)
Seafood	May '21	93%	24%
	Oct '19	93%	18%
Meat	May '21	90%	26%
	Oct '19	93%	20%
Fruit & Veg	May '21	90%	8%
	Oct '19	94%	5%
Deli Items	May '21	89%	19%
	Oct '19	90%	14%
Poultry	May '21	87%	31%
	Oct '19	90%	24%

*Base: Total **Sep'17** n = 515, **Apr'18** n= 500, **Sept'18** n = 500; **May '19** n = 500; **Oct '19** n = 500, **May '21** n=563; Q5 On a scale of 1 to 5 where 1 is poor and 5 is excellent, how would*

Views on the Offer

October 2019. This, however has not had an impact on overall ratings of the Market, indicating that key drivers of satisfaction with the Market overall are likely to be fresh produce related. We hypothesise that a drop in score across these attributes would contribute to a drop in score overall.

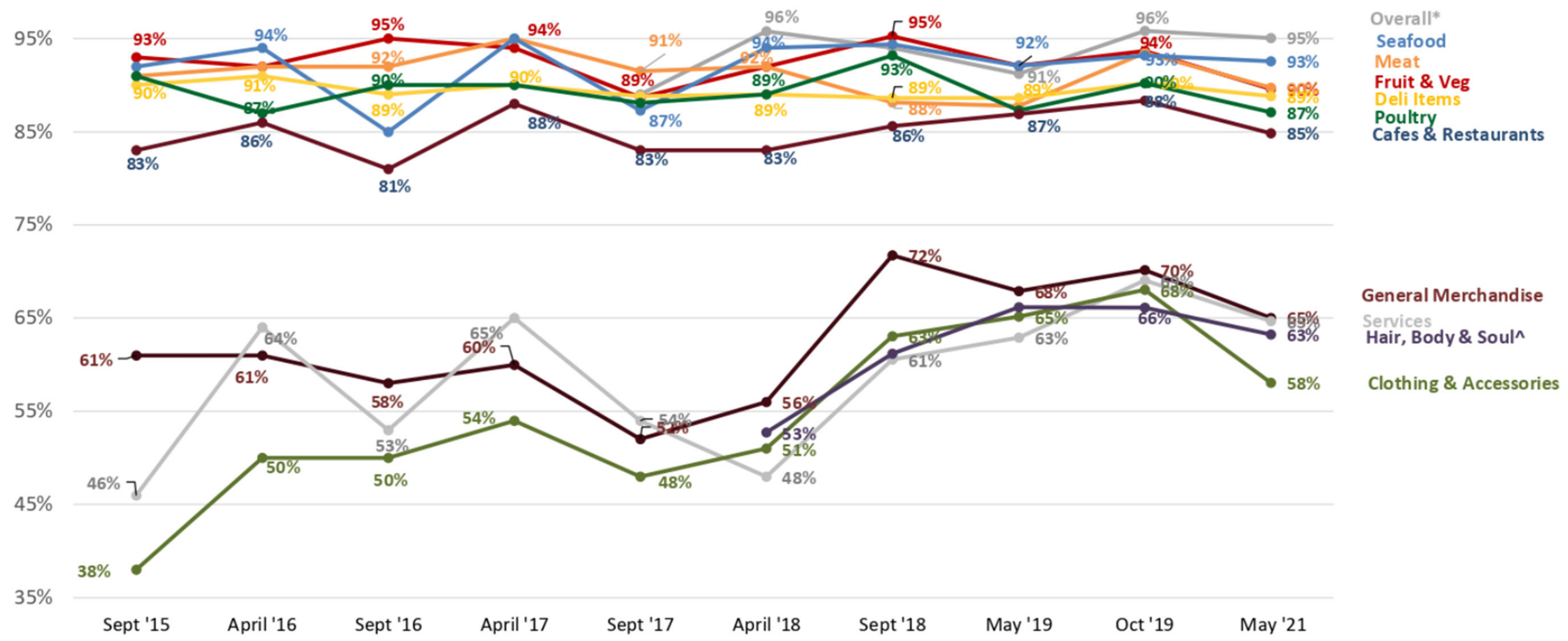


*Base: Total **Sep'17** n = 515, **Apr'18** n= 500, **Sept'18** n = 500; **May '19** n = 500; **Oct '19** n = 500, **May '21** n=563; Q5 On a scale of 1 to 5 where 1 is poor and 5 is excellent, how would*

Views on the Offer

% Very Good / Excellent (By wave)

Positive trends have not continued this wave, however the only significant shifts are for Clothing & Accessories and General Merchandise. Given the positive overall score, we do not foresee an issue just yet, but would not want to see this trend continue.



*Base: Total **Sep'17** n = 515, **Apr'18** n= 500, **Sept'18** n = 500; **May '19** n = 500; **Oct '19** n = 500, **May '21** n=563; Q5 On a scale of 1 to 5 where 1 is poor and 5 is excellent, how would you rate South*

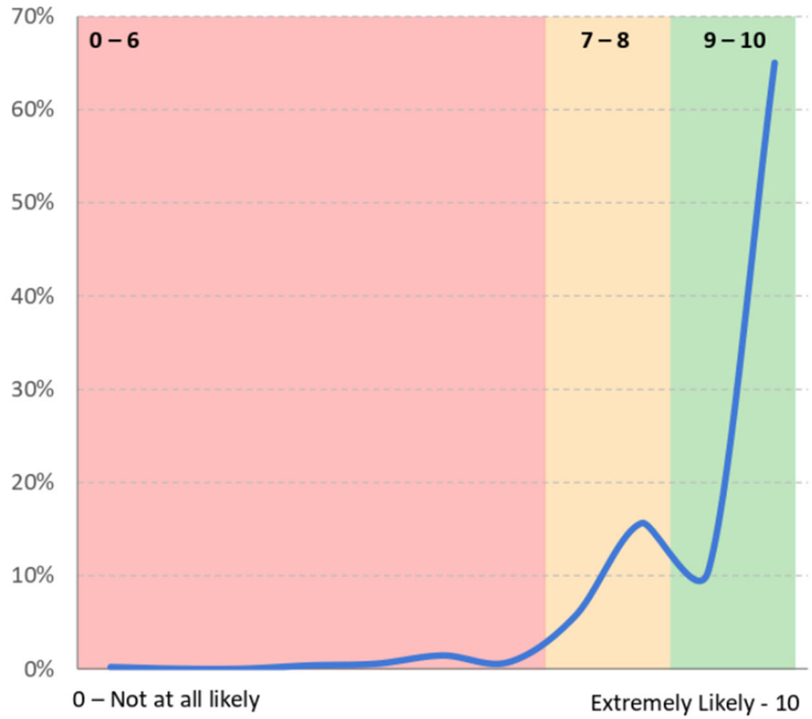
Views on the Offer

May '21 By Sub Group (Top 2% Excluding DK)

	Gender		Age						Day				Exit				
Column %	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Wed	Fri	Sat	Sun	Bottom of rooftop stairs	Centre Aisle, Coventry	Claypots-Cecil St	Deli Aisle, Coventry	Food
food	90%	93%	95%	92%	92%	92%	92%	93%	91%	91%	94%	94%	98%	91%	90%	90%	94
at	91%	89%	74%	91%	95%	86%	92%	89%	87%	92%	90%	90%	91%	94%	86%	91%	86
it & Veg	85%	92%	80%	91%	89%	93%	86%	91%	90%	90%	87%	91%	98%	93%	84%	86%	87
i items	85%	90%	79%	88%	90%	91%	92%	86%	85%	87%	93%	90%	88%	92%	89%	87%	89
ultry	87%	87%	67%	90%	90%	82%	88%	90%	84%	91%	88%	85%	93%	93%	81%	87%	81
es & Restaurants	83%	86%	85%	85%	84%	88%	82%	86%	83%	83%	86%	88%	88%	86%	85%	78%	85
neral Merchandise - e.g. thes, homewares, toys, books food	53%	69%	47%	68%	74%	60%	71%	56%	68%	68%	68%	56%	63%	64%	74%	71%	55
vices e.g. jewellery, watch, bile repairs, picture framing	64%	65%	43%	47%	59%	71%	75%	74%	70%	71%	66%	50%	60%	66%	69%	71%	56
r, body & soul - e.g. rdressing, pedicures, ssages	53%	67%	60%	55%	70%	70%	64%	61%	63%	57%	71%	60%	77%	74%	66%	58%	44
thing & Accessories	56%	59%	55%	55%	60%	53%	57%	67%	56%	72%	52%	51%	59%	51%	61%	70%	54
erall	93%	96%	90%	95%	99%	98%	94%	91%	96%	95%	94%	95%	98%	97%	91%	94%	95
n	*168*	*395*	*30*	*110*	*98*	*102*	*108*	*115*	*138*	*137*	*150*	*138*	*106*	*118*	*111*	*108*	*1*

*Base: **Total May '21** n=As Above; Q5 On a scale of 1 to 5 where 1 is poor and 5 is excellent, how would you rate South Melbourne Market's offer on the following?*

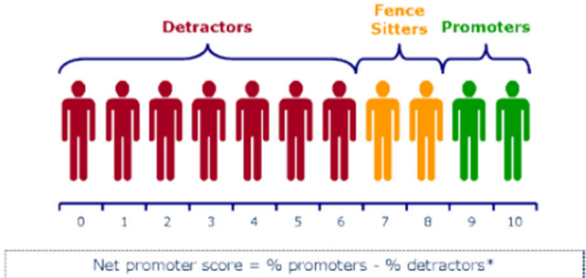
Net Promoter Score



Net Promoter Score

2021

+72



This is an exceptionally high Net Promoter Score. Almost nobody fell into the 'detractor' category.

New Question May '21

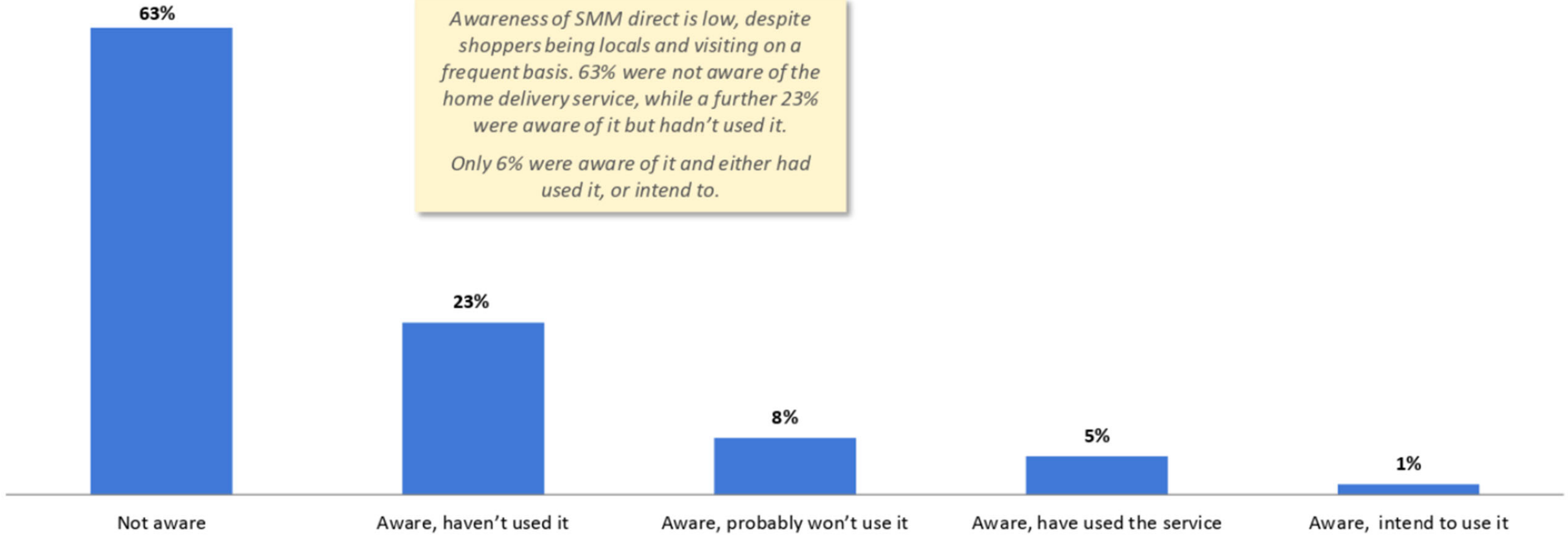
*Base: **Total May '21** n=563; NQ1_1 On a scale of 0 – 10 where 0 is not at all likely, and 10 is extremely likely, how likely (or not) would you be to recommend the South Melbourne Market to a friend or*

Attachment 1: 5468 SMM Exit Interviews May 21

Awareness of SMM Direct

Awareness of SMM direct is low, despite shoppers being locals and visiting on a frequent basis. 63% were not aware of the home delivery service, while a further 23% were aware of it but hadn't used it.

Only 6% were aware of it and either had used it, or intend to.



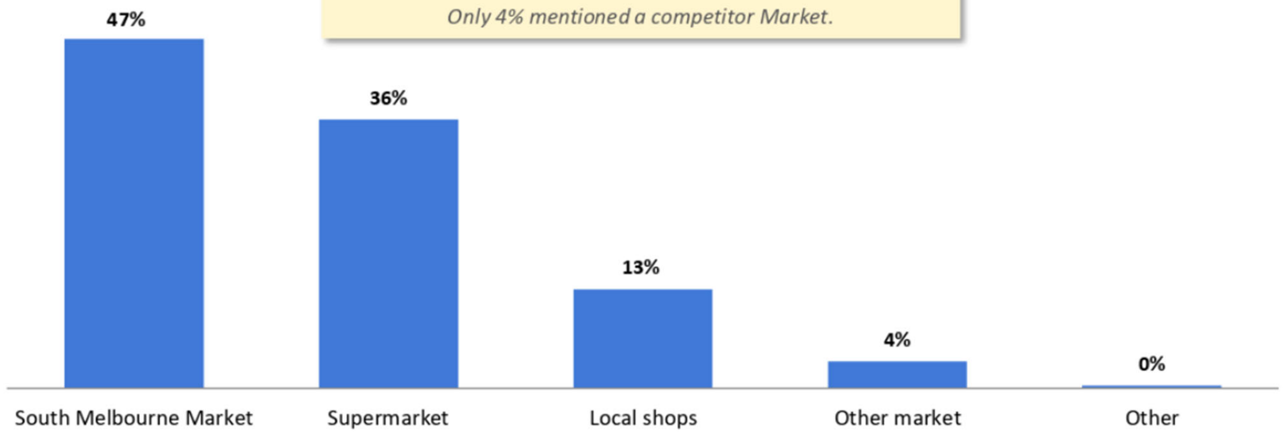
New Question May '21

Base: ***Total May '21*** *n=563 NQ2. Which of the following best describes your awareness of South Melbourne Market's online home delivery service (South Melbourne Market Direct)?*

Primary Fresh Food Channel

Just shy of half stated that they buy the majority of their fresh food at the Market. Pleasingly, this outnumbers all other channels.

Only 4% mentioned a competitor Market.



Other Market
Brisbane
Footscray
Queen Victoria
Queen Victoria
Prahran
Preston mkt
Queen Victoria
Preston market
Harris farm market
Queen Vic market
Direct from farmers
Queen Victoria
Alphington farmers market
Essendon
Queen Vic market
Prahran
Prahran market
Queen Vic market
Queen Victoria
Queen Victoria

Other
Costco
Emerald Deli

New Question May '21

Base: Total May '21 n=563; NQ3 Where do you buy the majority of your fresh food (fruit & veg, meat, poultry, seafood, deli items)?

Primary Fresh Food Channel

May '21 By Sub Group

SOUTH MELBOURNE MARKET SINCE 1867

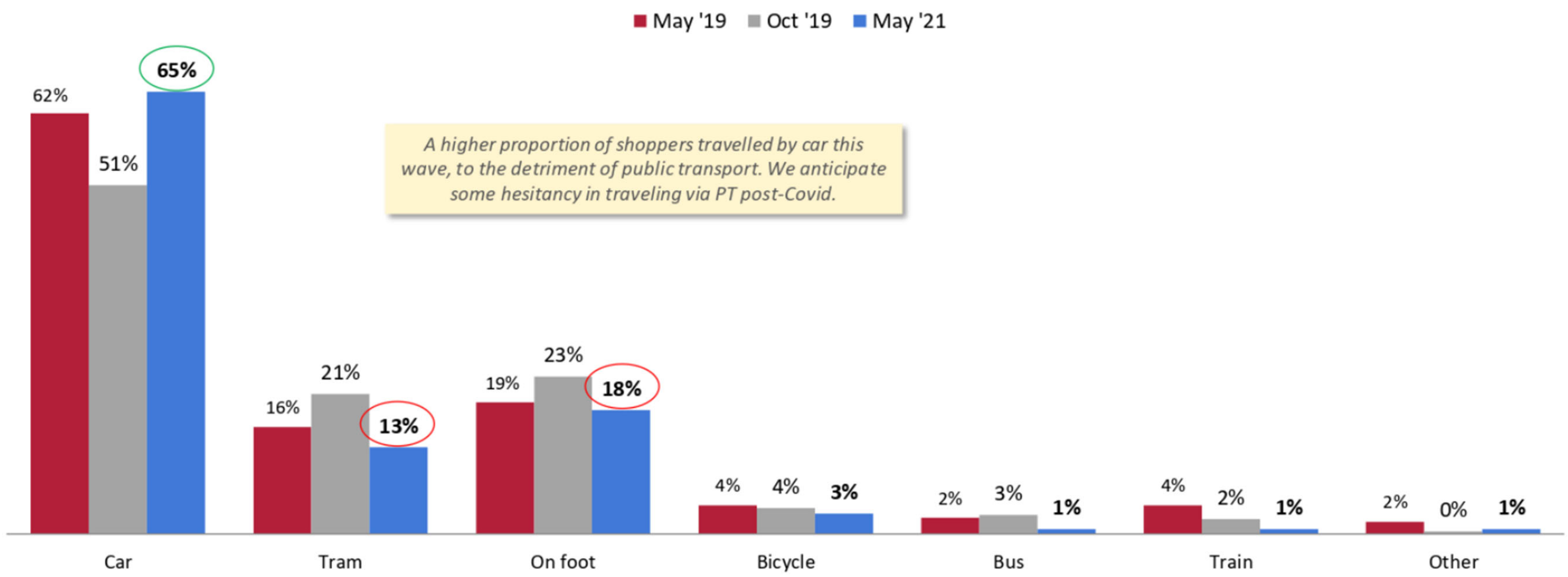
Younger respondents are significantly more likely to buy their fresh food from the supermarket.

	Gender		Age						Day				Exit				
Column %	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Wed	Fri	Sat	Sun	Bottom of rooftop stairs	Centre Aisle, Coventry	Claypots-Cecil St	Deli Aisle, Coventry	Fooc
uth Melbourne Market	40%	50%	20%	31%	42%	57%	53%	58%	51%	49%	46%	41%	48%	58%	23%	66%	38
permarket	43%	33%	67%	55%	39%	25%	27%	27%	39%	30%	30%	45%	33%	27%	56%	28%	37
al shops	10%	15%	10%	11%	16%	14%	13%	14%	7%	16%	20%	9%	19%	11%	16%	4%	17
her market	7%	2%	3%	3%	4%	3%	7%	1%	3%	4%	3%	4%	0%	3%	4%	3%	8
her	0%	1%	0%	0%	0%	2%	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	1
n	*167*	*391*	*30*	*107*	*96*	*102*	*108*	*115*	*137*	*136*	*148*	*137*	*106*	*118*	*107*	*108*	*1:*

New Question May '21

*Base: Total **May '21** n=As Above; NO3 Where do you buy the majority of your fresh food (fruit & veg, meat, poultry, seafood, deli items)?*

Transport to Market



New Question May '19

*Base: Total **May '19** n = 500; **Oct '19** n = 500, **May '21** n=563; Q8: Which mode(s) of transport did you use to get to the market today?*

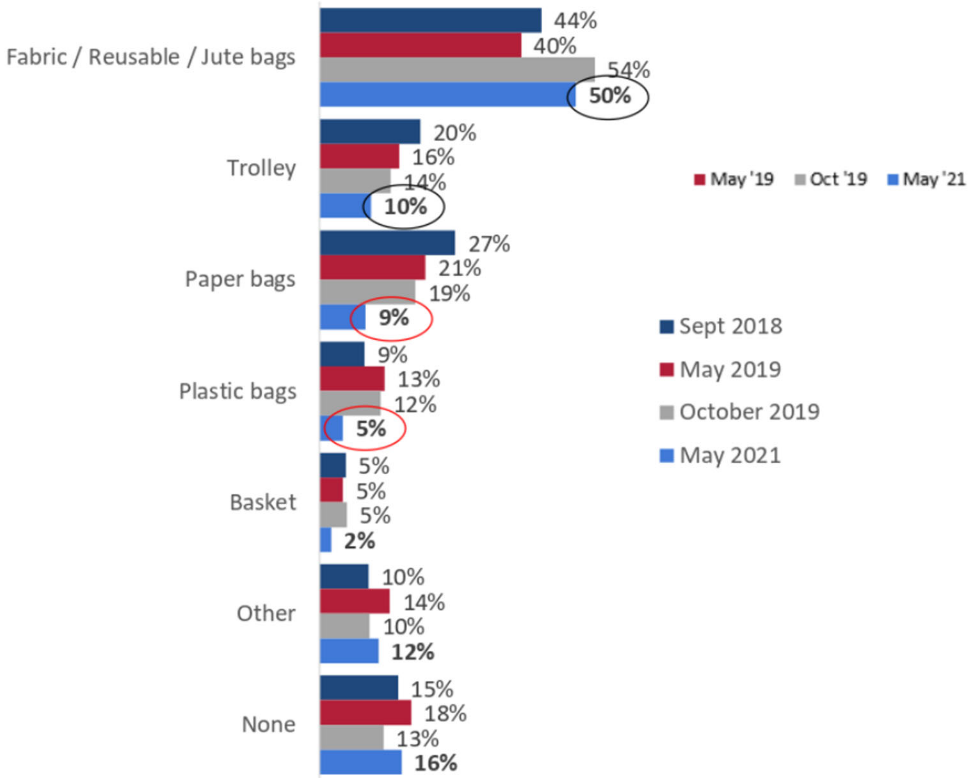
Transport to Market

Car was the primary mode of transport for Friday and Saturday shoppers, while those who visited on Wednesday were more likely to travel on foot (vs. other days of the week). These are likely local workers.

Column %	Age						Day of Week			
	18-24	25-34	35-44	45-54	55-64	65+	Wed	Fri	Sat	Sun
Car	40%	64%	59%	74%	68%	69%	57%	72%	72%	59%
Tram	27%	13%	16%	7%	9%	15%	12%	12%	9%	19%
On foot	33%	22%	20%	16%	17%	13%	28%	12%	18%	16%
Bicycle	0%	2%	3%	3%	6%	3%	2%	2%	2%	6%
Bus	0%	1%	0%	0%	1%	2%	1%	1%	0%	0%
Train	3%	0%	1%	1%	1%	0%	1%	1%	0%	1%
Other	0%	1%	2%	0%	1%	0%	1%	1%	1%	1%
n	*30*	*110*	*98*	*102*	*108*	*115*	*138*	*137*	*150*	*138*

*Base: **Total May '21** n=563; Q9: Which mode(s) of transport did you use to get to the market today?*

Carrying Bags/Trolley/Basket



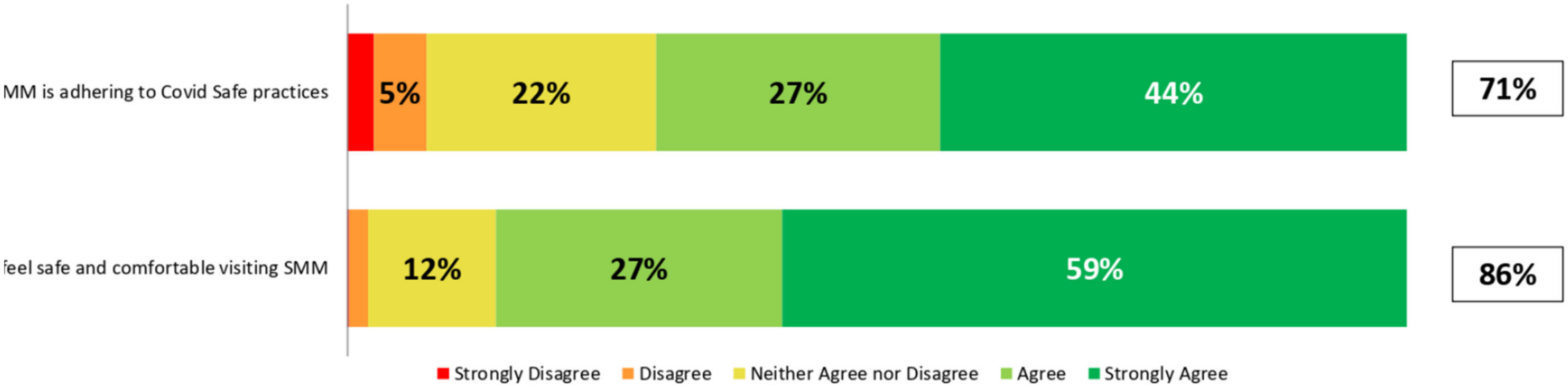
There have been fewer trolleys and paper bags over time. Reusable bags are the norm, and here to stay.

Covid

Covid Safe Practices

71% of shoppers interviewed agreed or strongly agreed that SMM was adhering to Covid safe practices. Despite this, 86% felt safe and comfortable visiting the Market. While we may have liked to see a higher figure for adherence, there is no evidence to suggest that this is affecting shopping behaviour.

% Agree / Strongly Agree



New Question May '21

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5.2 MARKET ATTENDANCE REPORT

PREPARED BY: **SOPHIE MCCARTHY, MANAGER BRAND AND STRATEGY**

FOR NOTING

1. PURPOSE

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

2. BACKGROUND

2.1 The visitor numbers are monitored by a people counting program to determine the total foot traffic and average foot traffic by trading day.

3. RECOMMENDATION

That the Committee:

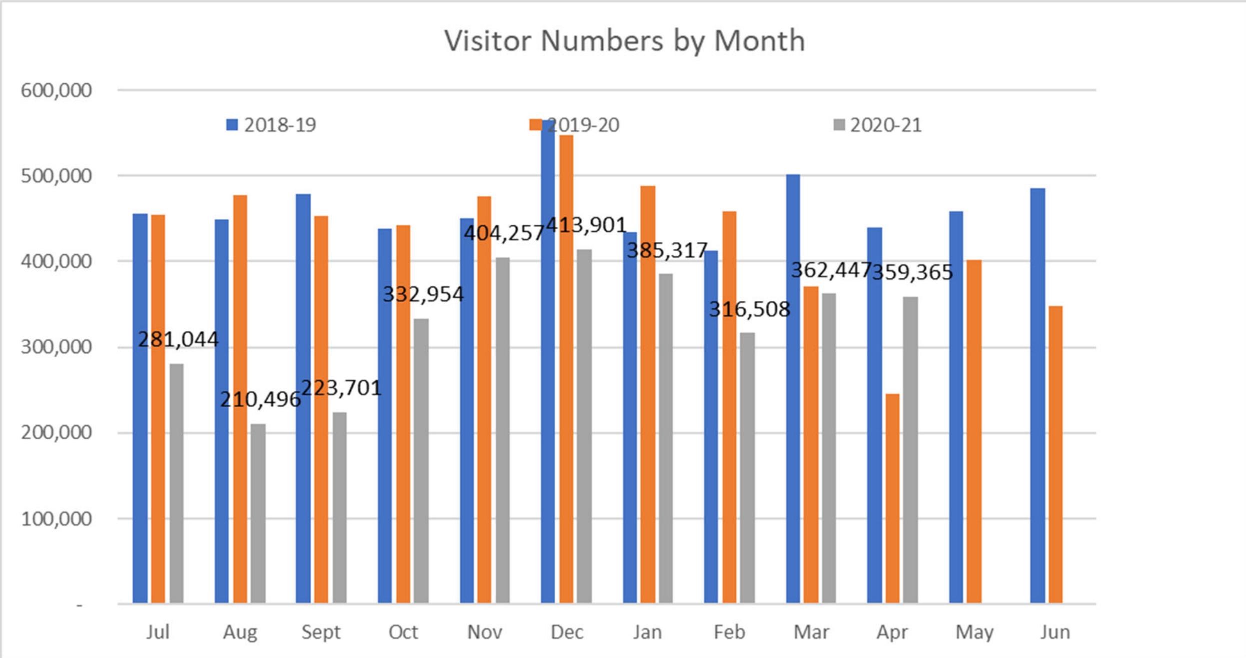
3.1 Note the attendance report.

4. KEY POINT/ISSUES

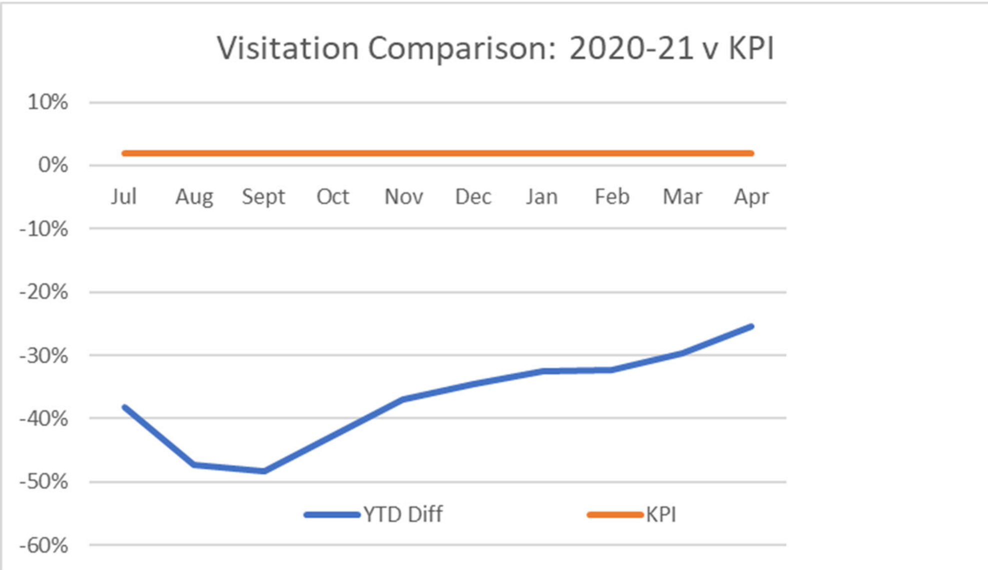
4.1 Year-to-date April 2021

4.1.1 Year to date visitor numbers to end April 2021 were 25% down on the same time previous year impacted severely by Coronavirus.

- YTD April 2021 = 3,289,990 (25% down on 2020; 29% down on 2019)
- YTD April 2020 = 4,414,687 (4.5% down on 2019)
- YTD April 2019 = 4,623,916



4.1.2 The following graph shows the visitation compared with the KPI of 2% increase on previous year.



4.2 Month-to-date April 2021

4.2.1 April 2021 visitor numbers showed a 46% jump up on April 2020, the second month impacted by COVID with strict restrictions and many Market stalls closed. April 2021 also included Easter where we opened Thursday 1 April, closed Good Friday 2 April and closed ANZAC Day Sunday 25 April.

- April 2021 = 359,365 (46% up on 2020; 18% down on 2019)
- April 2020 = 246,179 (44% down on 2019)
- April 2019 = 440,204

4.2.2 When compared to March 2021 (362,447), visitor numbers were very similar with 17 trading days in March compared with 16 trading days in April. Having only 3 Sunday trading days, the Market's busiest day, also impacts visitor numbers as each month usually has 4 or 5 Sundays.

4.3 Average Visitor Numbers by Trading Day:

4.3.1 During April 2021 the average visitor numbers by trading day increased by an average of 8% on March 2021. This is a positive sign that more people are visiting the Market and we are getting an increased number of enquiries at the Customer Service office for directions indicating an increase in new visitors.

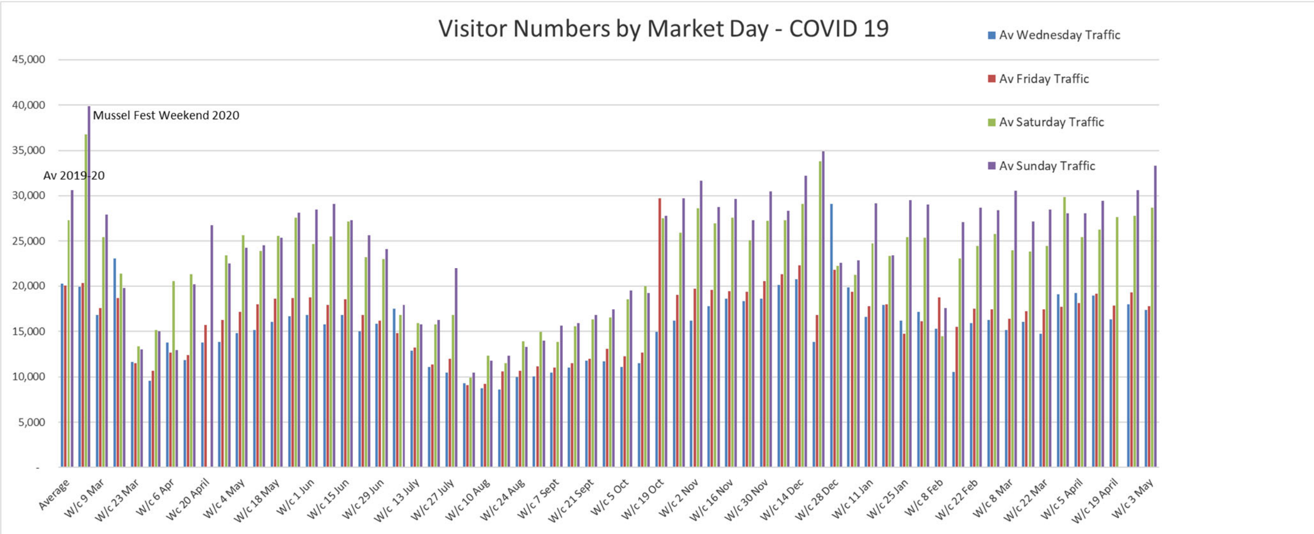
4.3.2 The average visitor numbers in April 2021 compared to April 2020 shows an increase of 44% on Wednesday and Friday, up to an increase of 90% on Saturday. A better comparison would be against April 2019 where the average visitation in April 2021 across the trading days was an average of 16% down as shown in the table below.

MARKET DAY	APRIL 2021	DIFF TO APRIL 2020	DIFF TO APRIL 2019	DIFF TO MAR 2021
AV WEDNESDAY	18,116	44.42%	-19%	11%
AV FRIDAY	18,599	44.02%	-18%	9%
AV SATURDAY	27,310	90.61%	-14%	11%
AV SUNDAY	28,513	52.26%	-15%	0%

4.4 Coronavirus Pandemic Visitation:

4.4.1 While the pandemic is still a risk, we are continuing to monitor and make provisions for any restrictions and regulations required by DHHS and the Victorian Government.

4.4.2 Visitation through the pandemic has been severely affected and it provides confidence to traders to see visitor numbers slowly creeping back up.



5. ATTRACTING VISITORS:

5.1 Marketing:

5.1.1 The Market's Easter marketing campaign was designed to encourage shoppers back to the Market for all their Easter needs. The campaign consisted of in-house, targeted social media promotion and electronic newsletter promotion.

5.1.2 Mother's Day is also a busy time at the Market, and we ran a Mother's Day promotion to win a pamper experience for Mum. The package included brunch at Proper & Son, a blow wave, manicure, skincare pack, flowers and more.

5.1.3 We had 2507 entries and the winner was thrilled with the prize.

5.1.4 General marketing continues with regular promotion:

- encouraging people to visit the Village Market
- promoting new stalls such as Marko
- notifying of change to trading hours such as closing on ANZAC Day
- 'getting to know' promotions on traders such as South Melbourne Market Organics
- Social media video content series telling the stories of our traders
- promoting season produce such as pine mushrooms and socks for winter
- activations including the Sydney Swans pop-up promoting their Heritage Week, acknowledging the Clubs proud South Melbourne roots.

6. OFFICER DIRECT OR INDIRECT INTEREST

6.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.

TRIM FILE NO: **56/04/184**
ATTACHMENTS Nil

5.3 TRADER UPDATE

PREPARED BY: **ROSS WILLIAMSON, HEAD OF RETAIL AND BUSINESS DEVELOPMENT**

FOR NOTING

1. PURPOSE

1.1 To provide an update on what is happening around the Market affecting traders

2. BACKGROUND

2.1 This is a regular update on activity. No determination is required by the Committee

3. RECOMMENDATION

That the Committee:

3.1 Note the Trader Update

4. KEY POINT/ISSUES

4.1 New stalls

4.1.1 Stall 99 (Marko)
Marko is open along with the outdoor cooking station.

4.1.2 Stall 136 (Lost In Seasons)
The new owner, Ejaz Ahamed, took over the stall on Friday 7 May.

4.1.3 Stall 137 (SO:ME Space)
Look At You (iris photography) has proven to be very popular, driving a new customer base into the Market. They will be moving into Stall 137 on a 6-month term on approx 9 June.

4.1.4 Stall 226 (SO:ME Space)
Akana (handmade shoes) will be moving into Stall 226 on a 6-month term on approx. 28 May.

4.1.5 Stall 113 (aisle G)
Tri Colour (men's and women's jeans and staples) will be moving into Stall 113 on a 6-month term on approx. 9 June.

4.2 EOIs

Management continues to make direct contact with businesses it feels will add value to the Market and is following up with those who have expressed interest by meeting them on site.

Stalls 53, 38 and 14 represent a once in a generation opportunity to acquire prime space in the Deli Aisle and a prime corner location.

4.2.1 Stall 53 (Eat More Fruit)
EOI process is underway and closes on 15 June.

4.2.2 Stall 105 (South Melbourne Pet and Aquarium Supplies)
EOI closed and interview was held on 21 May. Management were satisfied with the experience and ability of the new owner. Handover date to new owner is targeted for 1 July (pending Committee support).

4.2.3 Stall 38 (Asian Grocery) – entrance to Deli Aisle
EOI process is underway.

4.2.4 Stall 14 (Steve's Deli)
EOI process is underway and closes on 15 June.

4.2.5 Shop 12 (Lats Sushi)
EOI will commence week beginning 31 May.

4.2.6 Stall 30 (Vincent's Meats)
Has requested to sell.
6 week EOI will commence week beginning 31 May.

4.2.7 Shop 87 (Pet Grocer)
Has determined not to renew licence.
EOI will commence week beginning 31 May.

4.2.8 Stall 204B (Barber of Seville)
Has determined not to renew licence.
EOI has commenced.

4.3 Other stall news

4.3.1 Renewal Notices
These were issued on Monday 16 May.

4.3.2 Fee Increases
Stalls on existing Licences were advised of their fee for 2021-22 on Friday 14 May.

4.3.3 Licence renewals
Licences will be issued week commencing 31 May.

4.3.4 Aptus seating area (Stall 186)
Increased seating in this space from 10 to 15 stools, increased overall look of space, more inviting and appealing, positive feedback, being well used. Opened up site lines, increased entrances (from both aisles now).

Before	After
	
	

5. OFFICER DIRECT OR INDIRECT INTEREST

5.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.

TRIM FILE NO: **56/04/184**

ATTACHMENTS Nil

5.4 FINANCE REPORT

PREPARED BY: **DANIELLE BLEAZBY, EXECUTIVE DIRECTOR SOUTH MELBOURNE MARKET**

FOR NOTING

1. PURPOSE

1.1 To update the Committee on the current operating budget of the Market.

2. RECOMMENDATION

That the Committee:

2.1 Note the finance report.

3. KEY POINT/ISSUES

3.1 The forecast is slightly ahead of budget when you take out COVID Relief and expenses.

4. OFFICER DIRECT OR INDIRECT INTEREST

4.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.

TRIM FILE NO: **56/04/184**

ATTACHMENTS **1. SMM Operating Results April 21**

South Melbourne Market Income Statement 2021
April

	Year to date Actual ($'000)	Year to date Forecast ($'000)	YTD Variance Actual to Forecast ($'000)	YTD Variance %	Full Year Forecast ($'000)	Full Year Budget ($'000)	Full Year Variance Forecast to Budget ($'000)	Full Year Variance %	Comments
Licence Fees / Stallholders Rent	5,048	5,016	32	1%	6,005	5,574	432	8%	
Less: COVID Rent Relief	(1,360)	(1,360)	0	0%	(1,500)	0	(1,500)	0%	Adjustment from COVID Cost Centre No Rent Relief claimed in April
Parking Fees	176	167	9	5%	229	400	(171)	(43%)	Parking unfavourable, adjusted based on actual
Other Income	578	628	(49)	(8%)	745	869	(124)	(14%)	$70K Dcr Mussel Festival Cancellation, $50K Decrease Income SMM Direct
TOTAL INCOME	4,443	4,451	(9)	(0%)	5,480	6,843	(1,363)	(20%)	
Employee Costs	1,254	1,305	51	4%	1,576	1,477	(98)	(7%)	
Materials & Services	1,851	1,852	1	0%	2,336	2,401	65	3%	
Contract Services	265	379	113	30%	521	663	142	21%	
Utilities & Insurance	304	296	(8)	(3%)	369	385	16	4%	
Depreciation	1,103	1,144	42	4%	1,373	1,373	0	0%	
Congestion Levy	69	72	3	4%	214	284	70	25%	
Fire Services Levy	17	15	(2)	(15%)	15	15	0	0%	
Land Tax	139	129	(10)	(8%)	258	258	0	0%	
Bad and Doubtful Debts	73	46	(27)	(60%)	56	56	0	0%	
Professional Services	104	183	79	43%	219	229	11	5%	
Marketing and Advertising	244	312	67	22%	374	421	47	11%	
Other Expenses	86	61	(25)	(41%)	72	45	(26)	(58%)	
Additional: COVID 19 Related Expenses	204	208	5	2%	250	0	(250)	0%	Unfavourable Variance: Adjustment from Covid 19 Cost centre
Internal Head Office Overhead Costs	116	116	0	0%	139	139	0	0%	
Operating Projects	134	186	52	28%	186	250	64	25%	SMM Strategic Business Case
TOTAL EXPENSES	5,963	6,303	340	5%	7,958	7,997	39	0%	
OPERATING SURPLUS/(DEFICIT)	(1,521)	(1,852)	331	18%	(2,478)	(1,155)	(1,324)	(115%)	

6. SOUTH MELBOURNE MARKET REPORTS

6.1	PROJECTS UPDATE
PREPARED BY:	**PAUL RYAN, HEAD OF ASSET DEVELOPMENT AND OPERATIONS**

FOR NOTING

1. PURPOSE

1.1 To provide an update on the status of South Melbourne Market projects; both Capital and Operating.

2. RECOMMENDATION

That the Committee:

2.1 Note the Projects Update report.

3. OFFICER DIRECT OR INDIRECT INTEREST

3.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.

TRIM FILE NO:	**56/04/184**
ATTACHMENTS	**1. Committee Project Status Update - May 21**

SMM Projects Status Update

May 24, 2021

SOUTH MELBOURNE MARKET
SINCE 1867

southmelbournemarket.com.au

Project Status

Key

On Track   Off Track / Delayed   Stopped

Project	Overall Status	Budget	Summary
Compliance Works		$950k approved by Council for FY 20/21	• Budget revised to $270k in FY 20/21 due to delays in works and not being able to complete them all in this financial year • Report to be submitted to MFB following MBS's approval, expected week of 24th May. • After which we can progress to tendering. • Approximate delay of 3 - 5 months.
Cecil St Essential Services		$330k total, $230k FY 20/21	• CoPP finalising detail design phase • Contract documentation being prepared for tender • This project also relying on MFB approval
Public Safety Improvements (HVM)		$895k total, $360 FY 20/21	• Change request to be finalised and go to ELT for approval • Delegates report to be prepared for sign off, to appoint preferred contractor
Renewal Works		$50k	• Roll-fast Door Installation requires building permit which we will not receive in time to do this work this financial year Centre aisle Coventry St entrance dressing

SOUTH MELBOURNE MARKET

Project	Overall Status	Budget	Summary
Stall Fit Outs		$125k	• So:Me upgrade • Golden Dragon • Eat More Fruit • The Little HOF – Done • Spotty Dot - Done • Wall to divide Frankies Story - Done
Outdoor Food Hall		$450k Federal Govt Funding	• Design documentation submitted for building permit approval • Proposed completion of works September 2021
NEXT Project		$250k	• Project taking a little longer than first anticipated in order to get the pitch right and bring in economic & social benefits, along with financial analysis • Committee to discuss briefing to Council

7. PUBLIC QUESTION TIME

Brad Roberts (Robbro, Stall 142) submitted a question to the Committee via email on 4 May 2021:

Whilst recognising the value of the new stalls,fashion,gourmet food etc and the custom they attract, can the Committee give consideration to some of the traditional stalls of some decades standing.

These often offer practical everyday items not always available to shoppers in this precinct,eg,mens merino woollen pullovers,bonds u/wear/sox etc.

Robbro menswear,manchester,soapstall,bookstall and hemp clothing have a basic quality offer important as it maintains a true market atmosphere and evokes an atmosphere of market trading.

Those customers of less affluent means are also catered for in this way.

May i also add that the market is a community asset with much social interaction,which adds to the enrichment of society.

Its not only about commercially driven profit at the end of the day.

Brad Roberts Robbro menswear shop no 142 aisle F.

8. CONFIDENTIAL MATTERS

8.1 Compliance Works

8.2 Risk Register

8.3 Confidential Action Items

8.4 Committee Corporate Calendar: 3-month forward look

8.5 Confidential Manager's Report .

8.6 NEXT Project Update

RECOMMENDATION

That in accordance with the Local Government Act 2020, 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 3 of the Act, for the reasons indicated:

Item	**Reason**
8.1 Compliance Works	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.
8.2 Risk Register	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.
8.3 Confidential Action Items	89(2)(h). confidential meeting information, being the records of meetings closed to the public under section 66(2)(a).
8.4 Committee Corporate 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).
8.5 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.
8.6 NEXT Project Update	89(2)(a). Council business information, being information that would prejudice the Council's position in commercial negotiations if prematurely released.