

# Performance Report



**Quarter 3  
2024-25**

S O U T H M E L B O U R N E M A R K E T

[southmelbournemarket.com.au](https://southmelbournemarket.com.au)



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# Performance Update

## Quarter 3

The Market is meeting all its key success measures and continues to deliver a great experience for our community and traders.

Visitation remains strong, with summer school holidays a popular time to visit the Market to explore, shop and dine, with lots of little ones trying the Market’s new seasonal scavenger hunt, Market Explorers.

The Port Phillip Mussel & Jazz Festival was also a highlight this quarter; a free, two-day festival complete with live music program, activities and delicious food and drinks.

Occupancy is at 99% with all our stalls open for business – and after much anticipation we welcomed Italian eatery Pizzateca Lupa to the prime location on the corner of Cecil and Coventry Streets.

Financially, the Market is on track to deliver its forecast surplus of \$493,000 after depreciation and notional rent.

We look forward to welcoming you to the Market soon.

**Sophie McCarthy**  
Executive Director

### Q3 Measures of Success

	Visitation <i>Entries into the Market</i>	Financial operating surplus ('000)	Occupancy <i>Licences signed</i>	Trader satisfaction <i>Somewhat or very satisfied with the Market as the venue for their business</i>	Community satisfaction <i>Very good or excellent rating for overall view on offer</i>
Q3 2023 – 24	4,121,578	\$673	99%	93%	97% NPS 83
Q3 2024 – 25	4,104,070	\$1,721	99%	92%	97% NPS 79
Q3 Target	4,050,000	\$1,548	98%	90%	93% NPS 75-80
Q3 Status	On Track	On Track	On Track	On Track	On Track



# Events and Activations

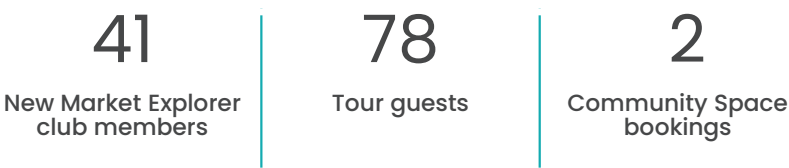




# Events and Activations

The Market hosts a range of free and ticketed events and activations during the year. Below is a summary of the activities that the community enjoyed at the Market in the last quarter.

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



## JANUARY

- Market Explorers:** Seasonal launch for school holidays
- Hearing Australia pop-up.** Free hearing tests for the community
- Foodie Tours** (weekly)

## FEBRUARY

- Lunar New Year:** Free performance Hong De Lion Dance Association
- Free Cooking Demonstration** in collaboration with A Better Choice!: Garnet Plums presented by celebrity chef, George Diakomichalis (pictured)
- Annual Trader Get-Together** (internal event)
- Bike Hub:** Free bike tune-ups with Back2Bikes (monthly)
- Foodie Tours** (weekly)

## MARCH

- Port Phillip Mussel & Jazz Festival:** Major event: Free, two-day street festival featuring live music, food vendors, bar and roving entertainment
- Bike Hub:** Free bike tune-ups with Back2Bikes (monthly)
- Foodie Tours** (weekly)
- MacRob High School Fundraising**



## Port Phillip Mussel & Jazz Festival

Over the Labour Day long weekend, South Melbourne Market came alive as more than 50,000 festivalgoers enjoyed two days of incredible live music, delicious seafood and entertainment. The weather was hot, but the vibes were even hotter!

The tenth festival featured a great range of street food vendors including Claypots Evening Star, Juicello, Western Port Mussels, and Inkredible Calamari, a main stage of live music, a licensed bar sponsored by Pirate Life Brewing and Patient Wolf Gin, roving performances, kids' activities and more.

In partnership with The Nature Conservancy and B-Alternative, 1,746 kg of mussel shells were diverted from landfill as part of the Shuck Don't Chuck program that sees oyster, mussel and scallop shells used in a reef restoration project that rebuilds the precious ecosystems in Port Phillip Bay.






# Asset and Operations





# Capital Projects Update

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

Project	Overview	Status	Update
Cecil St Essential Services	The objective of this project is to improve the outdoor cooking stations in terms of health, building regulations and outdoor trading guidelines. To ensure compliance, safety and enhanced capacity, essential services such as gas, waste, drainage, water, electricity, mechanical and fire services will be specifically designed and implemented for each kiosk.		Cecil Street Essential Services: Design and construction delays related to the active fire provision are being addressed this month with the architect and services engineers. Practical completion remains on track for early Q4 2024-25, with ongoing communication and collaboration with Market traders to minimise disruption.
Level 1 External Stairs (Fire Egress Stair)	Part of the Market's Building Compliance program, this project includes the construction of an external stairwell from the Level 1 carpark to the York Street ground level carpark to provide safe passage in the event of fire.		New External Fire Stair to Level 1 (BCAWS): Following early delays, the project has progressed with the contract awarded and construction scheduled to begin in Q4 2024-25. Structural and geotechnical investigations are complete, and the project remains within current-year milestones. However, the project is at risk due to current delays having the potential to push the project into Q1 2025-26.
SMM Carpark Technology Implementation:	The Carpark Technology Implementation project aims to improve the customer experience by replacing the rooftop ticketing system with a Licence Plate Recognition (LPR) solution. This upgrade will reduce car park frustration and operational costs, supported by a five-year maintenance program to ensure long-term reliability..		SMM Carpark Technology Implementation: A contract has been awarded to TMA for the new Licence Plate Recognition system. Community and trader engagement will begin shortly, and construction is planned for Q4 2024-25 with completion expected within the financial year

 On track     Off track

## Asset and Operational Improvements

In the January – March period, the Market delivered a schedule of infrastructure upgrades and operational improvements. These upgrades have enhanced the efficiency, sustainability and security of the Market, creating a better experience for both traders and shoppers.

### Q3 improvements

Asset and operational works undertaken this quarter included:

- **LED lighting upgrades** on Cecil Street and the loading bay, increasing visibility while decreasing electricity usage.
- New **walkway** on roof above veggie lane, creating safer roof access.
- New **non-slip floor surface** between the Deli Aisle and Food Hall to minimise slipping hazard / improve safety.
- New **P.A. system**, allowing automatic scheduled public service announcements
- **Base build works** to upgrade tenancies for new traders at Stalls 190 (Head South – pop-up), 185 (Bombay Artisans – pop-up) 204a (Mo Sharp – pop-up) and 28 (South Melbourne Poultry).
- Tenders awarded for new rooftop **carpark system including license-plate-recognition capability** and **traffic management** services.

4

Base builds completed

2

New tenders awarded

80%

LED lights in rooftop Carpark



*New fit-out at Mo Sharp*

# Our Traders





## Our Traders

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

The Market maintained high levels of demand for new stalls during Quarter 3, introducing seven new traders (including five casual pop-ups) and maintaining a 99% stall occupancy rate. New offers include Italian eatery Pizzateca Lupa and an expanded poultry range at South Melbourne Poultry.

### Congratulations!

#### Aron Katona Couture (Stall 184)

Aron showcased his latest collection at [Runway in the Reef](#), as part of the Melbourne Fashion Festival (pictured).

#### Flinders and Co (Stall 12)

Featured in [AG Journal Magazine's](#) March edition.

#### Georgie's Harvest (Stall 50)

Georgie once again hosted her annual [International Women's Day](#) gathering, celebrating the amazing female business owners, staff and shoppers of the Market.

99%	7	15
Occupancy rate	New businesses	SO:ME pop-ups



## Trader Spotlight: Lara's Women's Clothing

**Lara Grieve is the powerhouse behind Lara's Women's Clothing, a generational business that has been selling affordable, stylish women's fashion at the Market for 58 years.**

"My grandmother opened her shop in 1957 after immigrating from Scotland. She moved into St Kilda so we've been always involved with the local community.

I came in here 30 years ago and took over for my grandmother who hung on to it till she was 74. She stayed till she was 74 because she wanted her favourite and oldest grandchild to take over what was her legacy.

I have the most incredible linen collection – I get stock from Italy and it literally comes in every single week. Linen is amazing because it breathes. It feels incredible to wear, it's great for travelling and it lasts a really, really long time."

"Believe in yourself, know that you can do it, trust in your own instincts, follow your dreams because life is amazing and if I can do it that proves that anyone can do it. I look forward to seeing you in my shop at the South Melbourne Market."

*You can find Lara at Stall 104 in Aisle G*



## New Traders

The Market welcomed two new permanent traders in Quarter 3



**Pizzateca Lupa**  
Stall 53, Corner Cecil and Coventry Streets

The cornerstone site of the Market is open!

After a long period of building and construction, the Market is pleased to welcome Pizzateca Lupa, an all-day eatery, café and pizza restaurant.

Offering delicious Roman-style pizza, pasta, salumi and antipasti, as well as local and imported wines and St Ali coffee, this is the perfect spot to relax after a day enjoying the delights of the Market.



**South Melbourne Poultry**  
Stall 28, Deli Aisle

The Market welcomed Chris and Olivia Gavriel, the new owners of South Melbourne Poultry this quarter.

Bringing over 20-years' experience in the poultry and game industry (including Prahran and Queen Victoria Markets), they are focused on high quality, innovative products; pre-prepared ready to take-home meals, seasonal and international flavours, with a focus on ethical farming and local sourcing. They're committed and focused on strong customer service and a friendly, hands-on approach.



## Pop-Up Stalls

The Market welcomed five new pop-up traders in Quarter 3, providing a range of offers including ready-to-eat, women's fashion, homewares and services.



**La Colmena**  
Stall 180, Aisle C

La Colmena is Melbourne's first Spanish Pasteleria, dedicated to celebrating the rich, diverse heritage of Spanish pastry-making. With deep roots in ancient family recipes, it brings the authentic flavours of Spain to Australia.

Every pastry is handcrafted with meticulous care, capturing the unique textures, aromas and essence of Spain's regional sweets.



**Mo Sharp**  
Stall 204A, East Aisle

Offering knife and scissor sharpening, edge repair, and maintenance (including tools) and restoration services. With an education in engineering and time spent as a butcher, Mo brings a wealth of experience and hands-on knowledge to the sharpening service.

The Market is trialling this service offer as it is an often-requested service from customers, and supports the maintenance and extended life of tools, instead of replacement.



**Matcha Mate**  
Stall 180, Aisle C

Matcha Mate produce their own brand of Matcha powders and offered Market-goers iced matcha beverages in lattes, matcha, yuzu matcha and a hot traditional ceremonial matcha as well as a matcha cookie utilising the bi-products of the product. During their time at the Market they also conducted matcha-making workshops onsite and proved popular with customers.

## Pop-Up Stalls (continued)



**Lena and Linen**  
Stall 217, West Aisle

Lena and Linen have previously been a SO:ME Space pop-up, showcasing their handmade clothing and homewares.

Owner Jelena, crafts all items using natural, sustainable fabrics, and can make them to order to individually fit the customer bringing a wealth of high-quality, bespoke dressmaking experience to the Market.



**Bombay Artisans**  
Stall 185, Aisle D

Originating from the SO:ME Space pop-up precinct, Bombay Artisans offers unique handmade products made by Indian artisans of homewares, clothing and accessories.

Products are hand embroidered, block printed, woven or sewn and are available in small, limited quantities due to their handmade nature.

## SO:ME Space

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

During this quarter, **15 new businesses** were featured in the pop-up precinct, with a focus on innovative and locally designed wares, locally made scents, uniquely designed sunglasses, local artists works, and locally curated and made gifting selections.



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