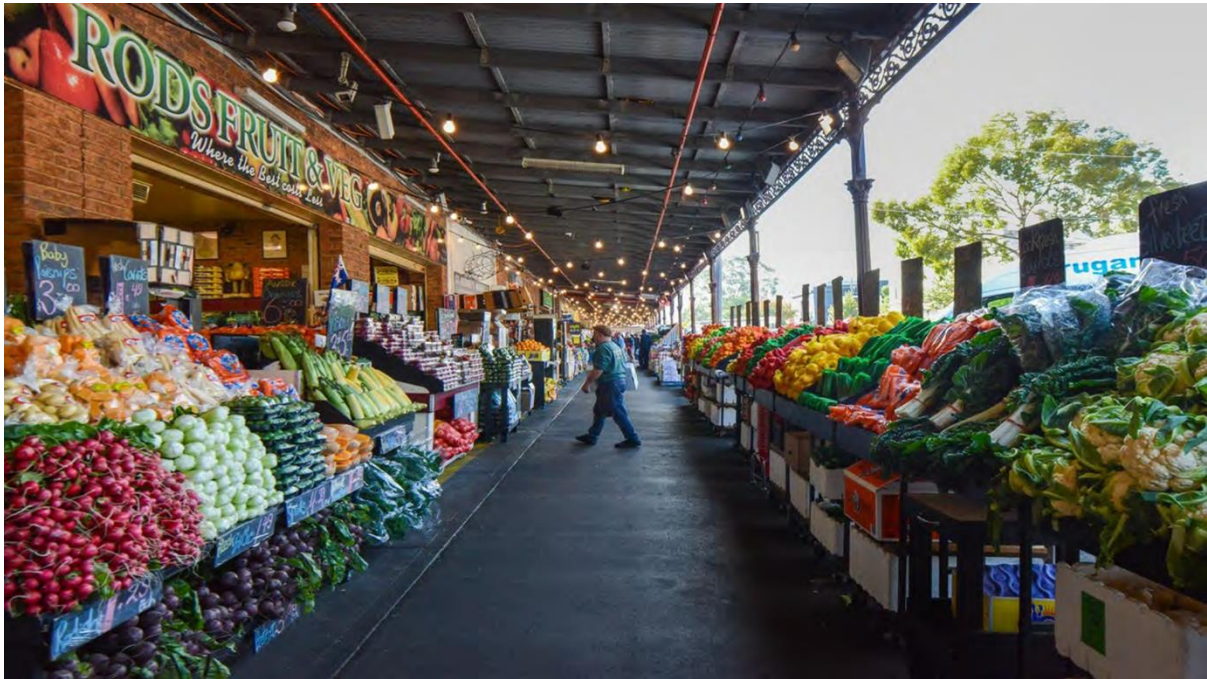


South Melbourne Market



The value we provide

- Operate an engaging and entertaining market environment where our community and visitors spend time shopping, dining and supporting local business.

What we do

- Ensure the market operates in a sustainable and economically viable manner
- Manage a safe and family friendly market for all ages and abilities to enjoy.
- Provide special events and services such as the Mussel Festival and South Melbourne Market Direct.
- Provide a friendly, accessible meeting place where people can feel part of a community.

Why we do it

- To foster and support small businesses and traders.
- To encourage tourism and visitation and to provide a unique shopping experience for the community.

Activities that support this service

- South Melbourne Market
- South Melbourne Market Mussel Festival

South Melbourne Market



Our service at a glance

Service statistics	2018/19	2019/20
• Visitors to South Melbourne Market	5.57 million	5.15 million
• South Melbourne Market stall holders	144	144

Service risk profile **Medium**

Strategic risks **Residual risk rating**

- None specific to this service

Policies documents that support this service

South Melbourne Market EOI and new licence Policy

South Melbourne Market Licence Policy 2011

South Melbourne Market Licence Renewal Policy

[South Melbourne Market Sale of Liquor for Consumption 2007](#)

[South Melbourne Market Strategic Plan 2015-20](#)

South Melbourne Market



How much it costs to provide the service

		Budget 2020/21	
Operating costs	\$000	How the service is funded	\$000
Employee costs	1,589	Rates	127
Contracts	2,877	Parking revenue	1,165
Materials and other expenses	1,918	Reserves	958
Operating projects	250	Fees and charges (incl. statutory)	500
Total operating expenses	6,634	Grants	0
Capital projects	2,060	Other income	5,943
Total expenses	8,694	Total funding	8,694

(expenses include management overhead allocation, exclude depreciation and project expenditure)

Revenue from parking fees and fines is allocated on a proportionate basis across all service categories.

FTE=11.7

\$0.40 is spent on this service out of every \$100 of rates we receive

85% of costs* are funded from fees and charges, grants or other income

* Includes depreciation and excludes capital expenditure

Further revenue and expense information on the service

Activity	Expenses \$000	Revenue \$000
South Melbourne Market operations	6,120	
<ul style="list-style-type: none"> Stallholder fees Car parking revenue Cool room/display and casual stall fees Recovery of direct costs and sales South Melbourne Market Direct 		5,574 400 377 234 98
South Melbourne Market Mussel Festival	124	70
South Melbourne Market Strategic Business Case (operating project)	250	0
Management expenses	140	0
Total expenses	6,634	6,843

Expenses exclude depreciation. Management expenses consist of apportioned costs for the Executive Leadership Team (CEO and general managers) and relevant department managers. This calculation differs from the overhead allocation calculation that is used in the Market's official financial statements.

Major contracts (annualised expense) \$000

- South Melbourne Market cleaning and waste collection 1,200

Major property leases (\$000) Market rental estimate Rent per year (\$ excl GST)

- None

Major financial contributions \$000

- None

Major assets

Council assets (June 2020) Written Down Value \$000

- South Melbourne Market (building only) 18,419

South Melbourne Market



Our Council Plan 2017-27 priorities

Completed

- Develop a Creative and Prosperous City Strategy that features all elements of our City's economy.

In progress

- Develop a strategic vision and business case for the South Melbourne Market.

Our projects (* means 100% and ** means partial grant and contribution funding)

Capital projects \$000	2020/21	2021/22	2022/23
South Melbourne Market Building Compliance Works	1,525	1,500	2,500
South Melbourne Market External Food Hall Upgrade	0	0	400
South Melbourne Market Public Safety Improvements	360	360	0
South Melbourne Market Renewal Program	50	200	200
South Melbourne Market Stall Changeover Refits	125	125	125
Total capital projects (excluding Fleet Renewal allocation)	2,060	2,185	3,225
Operating projects \$000	2020/21	2021/22	2022/23
South Melbourne Market Strategic Business Case	250	0	0
Total operating projects	250	0	0

How we are performing

Recent highlights

- The way the traders and local community have pulled together and supported each other through a very tough year. We have seen lots of locals ensuring that they shop at the Market and support local businesses.
- The Market launched South Melbourne Market Direct, an online marketplace that allows customers to order from their favourite traders and have the goods delivered directly to their door.
- Results from the annual satisfaction survey of residents conducted in February 2020 indicated 98 per cent of people agreed that South Melbourne Market is a significant benefit to residents – a consistently high result.

Recent challenges

- The COVID-19 pandemic called for us to be agile and flexible and to support the community where most needed. During the pandemic, Council adapted to innovate new ways of keeping safe and connected while maintaining our high standard of service delivery. In response to the COVID-19 pandemic:
 - South Melbourne Market non-food and essential service stalls ceased trading between 26 March and 2 June and 8 July through to 1 November. To support these stallholders and patrons, the Order and Collect service began on 26 March, allowing community members to pick up their shopping using a contactless, drive-through service in the York Street carpark

South Melbourne Market



How we are performing

- The Market held a series of webinars to help stallholders prepare and adapt their businesses for trading during COVID-19 restrictions.
- The Market adapted very quickly with hospital-grade cleaning, queuing for limited numbers within the deli aisle, physical distancing visual and audio cues, additional security and Personal Protective Equipment, and a significant number of trader and customer communications to ensure they were always informed of the changing environment. The Market became a trusted source for information on restriction updates.
- A visitor register (SINE) was installed at the South Melbourne Market.

Measure	2017/18 result	2018/19 result	2019/20 result	2020/21 target	Metro councils 2019/20
Residents who agree South Melbourne Market provides significant benefit to residents	98%	98%	98%	No target	No comparison available