



14.5 SOUTH MELBOURNE MARKET ANNUAL REPORT 2017/18

EXECUTIVE MEMBER: KYLIE BENNETTS, DIRECTOR, OFFICE OF THE CEO

PREPARED BY: IAN SUMPTER, MANAGER SOUTH MELBOURNE MARKET

1. PURPOSE

- 1.1 To present the South Melbourne Market 2017/18 Annual Report to Council for adoption.

2. EXECUTIVE SUMMARY

- 2.1 It is a requirement of the South Melbourne Market Section 86 Charter that the Market submits an annual report to Council.
- 2.2 The annual report is a summary of the Market's activities and achievements for the 2017-18 financial year.

3. RECOMMENDATION

That Council:

- 3.1 Receives the Annual Report for the operation of the South Melbourne Market in 2017-18 (Attachment 1).

4. KEY POINTS/ISSUES

- 4.1 Highlights of the 2017-18 Annual Report include:
- 4.1.1 5,130,400 visitors, and increase of 2.6% on 2016-17
 - 4.1.2 97% of the residents believe the Market to be a benefit to the community.
 - 4.1.3 successful launch of the BYO Bags campaign
 - 4.1.4 the introduction of a number new stalls to the Market
 - 4.1.5 successful completion of the Market's 150th Anniversary celebrations
 - 4.1.6 the Market's organic waste management program won 5 prestigious awards:
 - AORA Outstanding Local Government Initiative
 - IPAA Victorian Environmental Sustainability Award
 - LGPro Sustainability Award
 - Facility Management Innovation for Sustainability Award



- Facility Management Overall Sustainability Winner Award

- 4.1.7 ongoing success of Neff Market Kitchen cooking school with over 2,200 participants attending 182 classes
- 4.1.8 continued success and growth of the two major Market events: South Melbourne Night Market & Port Phillip Mussel & Jazz Festival
- 4.1.9 demand continues to grow for the SO:ME Space as an incubator of local design businesses with occupancy at 100% with a 6-month waiting list
- 4.1.10 over 32 tonnes of fresh food was donated by stallholders through the year to SecondBite equating to over 64,000 meals to those in need
- 4.1.11 the Market's income was up by 6.7% of \$0.45 million on 2016/17 and Expenditure growth was contained to \$0.26 million.

5. CONSULTATION AND STAKEHOLDERS

- 5.1 The annual report has been reviewed by the South Melbourne Market Committee. (Note: The Annual Report will be circulated to the SMM Committee post ELT)

6. LEGAL AND RISK IMPLICATIONS

- 6.1 Nil.

7. FINANCIAL IMPACT

- 7.1 Full financial details relating to the markets activities during 2017/18, which have been prepared by the Chief Financial Officer, are contained within the Annual Report.

8. ENVIRONMENTAL IMPACT

- 8.1 Full Environmental details relating to the markets activities during 2017/18 are contained within the Annual Report.

9. COMMUNITY IMPACT

- 9.1 In the 2018 Community Satisfaction Survey, 78% of Port Phillip residents had visited the Market in 2017-18 while 97% of the residents believe the Market to be a benefit to the community. Further details of the Community Impact of the Market are contained within the Annual Report.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 10.1 The Market is aligned to the Council Plan and its six strategic directions for 2017-2027. Further details against each direction are outlined in the Annual Report.

ORDINARY MEETING OF COUNCIL 17 OCTOBER 2018



11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

11.1.1 The Annual Report is a report on operations at South Melbourne Market for the previous year 2017/18.

11.2 COMMUNICATION

11.2.1 A link to the annual report will be emailed to stallholders and will be placed on the Market's website.

12. OFFICER DIRECT OR INDIRECT INTEREST

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

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ATTACHMENTS 1. South Melbourne Market Annual Report 2017-18