



8.1	SOUTH MELBOURNE MARKET ANNUAL REPORT 2016-17
WARD:	LAKE
GENERAL MANAGER:	FIONA BLAIR, INFRASTRUCTURE & AMENITY
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TRIM FILE NO:	56/04/135
ATTACHMENTS:	1. South Melbourne Market Annual Report 2016/17

PURPOSE

To present the South Melbourne Market 2016-17 Annual Report to Council for adoption.

1. RECOMMENDATION

That Council:

- 1.1 Receives the annual report for the operation of the South Melbourne Market in 2016-2017 (Attachment 1).

2. BACKGROUND

- 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 2016-17 financial year.

3. KEY INFORMATION

- 3.1 Highlights of the 2016-17 annual report include:
 - 3.1.1 5,000,000 visitations for the first time
 - 3.1.2 completion of car park safety balustrade renewal
 - 3.1.3 introduction of ten new stalls including: Market Borek, Hagen's Organic Butcher, Field Barns & Co, Market Import, Collaborate Store, Merchants of Change, Suki McMaster, Koenji Vintage, Small Town Pie Co and Miss Nail Bar (expansion)
 - 3.1.4 new stalls under construction include Atypic Chocolate, Bambu and the Seafood Grill
 - 3.1.5 Market continues to lead the way in environmental initiatives:



- 3.1.5.1 Installation of GaiaRecycler in 2017 for organic waste will reduce food waste to landfill by 90%
- 3.1.5.2 Installation of polystyrene compactor to reduce volume by 98% - compacted bricks remoulded to different products
- 3.1.5.3 All green waste exported to a worm farm
- 3.1.5.4 Water from roof diverted to rainwater and used for washdown in the Market
- 3.1.6 hugely successful 150th celebrations in particular Big Birthday BBQ (free community event) and 150th Exhibition which celebrated stallholders and the impact of the Market on families over generations
- 3.1.7 continued growth of Neff Market Kitchen cooking school with over 2100 participants and classes at 98% occupancy
- 3.1.8 continued success of the Port Phillip Mussel Festival (year 4), including full street closure this year, with non-stop jazz and mussels served from pop-ups from SMM' s own and other local restaurants – record attendance in 2016-17
- 3.1.9 another successful Night Market in the Jan-Mar period using a bigger footprint and opening up the Centre aisle of the Market
- 3.1.10 continued success of the *SO:ME Space* as an incubator of design businesses with pop-ups booked out again
- 3.1.11 just under 24 tonnes of fresh food was generously donated by stallholders to *Second Bite*, creating healthy, nutritious meals for people in need
- 3.2 The annual report has been reviewed and approved by the South Melbourne Market Section 86 Committee.



FURTHER SUPPORTING INFORMATION

4. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

4.1 We embrace difference and people belong:

- 4.1.1 The Market embraces our diverse community by incorporating a range of stalls, cafes and restaurants, as well as entertainment, events and celebrations from many different cultures and backgrounds. The Market provides an inclusive atmosphere for the whole community, and has goods and services for all ages, religions and cultural and socio-economic backgrounds.
- 4.1.2 From our wayfinding signage at each entrance in different languages, to the murals painted by local artist Cam Scale to commemorate our 150th anniversary, everyone can find their own experience at The Village Market.

4.2 We are connected and it's easy to move around

- 4.2.1 The Market is easy to access by tram, bus, bike and car. A colour-coded wayfinding system including hanging, floor and wall mounted signage has been installed at the Market to assist people in finding their way to their desired destination. Maps are also located throughout the Market to help those unfamiliar find their way. There is also an information desk in the Centre Aisle to assist people.

4.3 We have smart solutions for a sustainable future

- 4.3.1 The Market is working towards a greener, more resilient future with a range of initiatives already in place to reduce our impact on the environment. The Market converts organic waste into fertiliser; recycles water, polystyrene, oil, cardboard and glass; educates the community on environmental ways to shop via Market tours; works with traders to improve their environmental footprint.

4.4 We are growing and keeping our character

- 4.4.1 The Market continues to attract more visitors each year and to cater for this there are improvements made on an ongoing basis. Safety has been improved with a new balustrade installed on the roof top carpark, improved emergency signage and clearer aisles. New stalls have opened and other stalls have renovated, supporting the Port Phillip community's changing demographic and reflecting our Market Mix Policy.
- 4.4.2 All changes and improvements at the Market are made ensuring that the Market's uniqueness, quirkiness, ambiance and eclectic character remain.

4.5 We thrive by harnessing creativity

- 4.5.1 The Market is proud of our arts and events program. During 2016-17 the Market celebrated its 150th anniversary with a wide range of activations including local artists creating amazing murals around the Market, bringing back the bell to ring in the opening and closing of each Market day, our 150th Big BBQ Street Party on 6 May 2017 and the 150th My Market Story Exhibition during May. This was in addition to the regular activations at the Market including the South Melbourne Night Market, the Port Phillip Mussel & Jazz Festival, seasonal promotions and festivals and school holiday programs.



5. CONSULTATION AND STAKEHOLDERS

- 5.1 The annual report has been reviewed by the South Melbourne Market Committee.

6. LEGAL AND RISK IMPLICATIONS

- 6.1 None

7. SUSTAINABILITY – Triple Bottom Line

7.1 ENVIRONMENTAL IMPLICATIONS

- 7.1.1 The PV Solar Panel system generated approximately 45,580MWH and approximately 59 tonnes of CO₂ emissions have been avoided in 2016-17.
- 7.1.2 Approximately 400 cubic metres of green waste was taken to a worm farm, reducing green waste onsite by 98%.
- 7.1.3 Installation of the GaiaRecycle Machine which diverts non-green organic waste from landfill.
- 7.1.4 Approximately 10,800 litres of oil was collected from the Market in 2016-17. The majority of this gets turned into Bio diesel which fuels the vehicles owned by the company that collects the oil.
- 7.1.5 All polystyrene boxes are compacted at the Market in the Poly-Compactor, and made into polystyrene bricks. This reduces the volume of polystyrene by 98%. The compressed bricks are collected and then melted and remoulded into different plastic products.
- 7.1.6 Rainwater tank - the Market's rainwater tank has collected approximately 1.24 million litres of water from the rooftop car park per year since its installation in April 2014. This water is used for wash down applications, by florists and to flush the toilets.
- 7.1.7 SecondBite collected 23,979kg of fresh food from the Market

7.2 SOCIAL & CULTURAL IMPLICATIONS

- 7.2.1 The quarterly Council community survey (Apr – Jun 2017) found that 98% agreed that the Market is a significant benefit to residents.
- 7.2.2 The Market officially celebrated its 150th year in May 2017 and hosted two free major events to recognise this: a Big Birthday BBQ and a 150th Exhibition. The 150th Exhibition in particular celebrated stallholders past and present recognising their valuable contribution the Market's history.
- 7.2.3 The Market hosts community events that supports all cultures, ages and lifestyles including the South Melbourne Night Market, the Port Phillip Mussel Festival, Australia Day, Chinese New Year, Bastille Day, Garlic and Truffle season launches and school holiday craft and cooking workshops.



7.3 ECONOMIC IMPLICATIONS

7.3.1 The Social and Economic Impact research undertaken in September 2014 found that despite the higher rent to be earned from office and retail properties in the area due to proximity to the Market, the Market makes commercial real estate in the area infinitely more rentable.

7.4 FINANCIAL IMPLICATIONS

7.4.1 Excluding depreciation and capital the Market reported a cash surplus of \$1,134,000 in the 2016/17 financial year. Capital expenditure for the year was \$938,000.

8. IMPLEMENTATION STRATEGY

8.1 TIMELINE

8.1.1 The annual report is a report on operations for the previous year.

8.2 COMMUNICATION

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

9. OFFICER DIRECT OR INDIRECT INTEREST

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