



8.2 **LONG TERM MARKET APPLICATIONS 2017/18**

LOCATION/ADDRESS: **CANAL AND LAKE WARDS**

GENERAL MANAGER: **FIONA BLAIR, INFRASTRUCTURE & AMENITY**

PREPARED BY: **DANA PRITCHARD, TEAM LEADER EVENTS**
ANTHONY TRAILL, MANAGER OPEN SPACE AND RECREATION

TRIM FILE NO: **32/04/1106**

ATTACHMENTS: **1. Outdoor Events Policy 2014**

PURPOSE

To present the report of outdoor market Expression of Interest (EOI) evaluation and provide recommendations.

1. RECOMMENDATION

That Council:

- 1.1 Approves the application for Hank Marvin Market on a Saturday between 9am -3pm at Alma Park East, with a liquor licence, from 5 August 2017 until July 2018.
- 1.2 Approves the application of St Kilda Twilight Market for Thursday nights between 5pm-10pm at O'Donnell Gardens, without a liquor licence, for a total of ten markets during the months of December 2017 to February 2018.

2. BACKGROUND

- 2.1 On 25 November 2014 the Council adopted the Events Strategy and Outdoor Events policy. Attachment 1.
- 2.2 Long term markets are approved in accordance with the Events Strategy 2015-2017 and Outdoor Events Policy 2014. The aim is to provide a diverse calendar of activities across the municipality, which help to create a welcoming, healthy, safe and vibrant community. It also requires that permitted activities maintain amenity and provide benefits to the community from social engagement and cultural vibrancy, to tourism and economic outcomes.
- 2.3 The approval process for all externally produced long term outdoor markets, requires a decision by Council.



2.4 The following markets held in the City of Port Phillip are permitted via a licencing process:

2.4.1 Gasworks Farmers Market

2.4.2 Veg Out Farmers Market (Peanut Farm Reserve)

3. KEY INFORMATION

Long Term Markets Assessment

3.1 The EOI for long term outdoor markets was advertised in December 2016 on Council’s website and social media.

3.2 Two applications were received:

Table 1: Market Applications

Start	End	Market	Location	Description	Time	Day	Frequency	Alcohol
December	February	St Kilda Twilight Market	O’Donnell Gardens	Variety of general merchandise stalls, food, drink, live music and a bar.	5pm - 10pm	Thursday	10 markets	One licenced bar
August	Ongoing	Hank Marvin	Alma Park East	Weekly pop-up street food, outdoor dining hall and boutique fresh produce market.	8am – 3pm	Saturday	Weekly	Selling craft beer

St Kilda Twilight Market

3.3 St Kilda Twilight Market has been operating for six years, prior to this the St Kilda Beach Night Market was on the site for five years.

3.4 The market has approximately 70 general merchandise stalls selling art, vintage wear, craft hand designed fashion and jewellery. Accompanied by 12 food stalls and music.

3.5 The market is established and is well run.

3.6 There are ongoing issues at O’Donnell Gardens with alcohol consumption and due to this Victoria Police are not supportive of the addition of a liquor licence to the market.

Hank Marvin Market

3.7 Hank Marvin Market is a weekly pop-up street food, outdoor dining hall and boutique fresh produce market. Operating since August 2015 in Alma Park East, Balaclava, on Saturdays between 9am to 3pm.

3.8 The market offers a combination of 40 stalls -16 street food, 24 fresh food, design and craft and four community stalls. Plus ten extra for Christmas. Fresh food stalls have included eggs, bread, cakes, fruit/veg, cheese, nuts, meat and muesli.

3.9 The market has a liquor licence for a small bar, this has been well managed and there are no concerns from Victoria Police in extending this licence.



- 3.10 The market attracts a minimum of 2,500 people each week. In warmer weather the market attracted approximately 4,000 people over the course of the day.
- 3.11 The operator has been very professional in working with Council and the market has proved to have minimal impact on the reserve. The market operator has also complied with regulations and permit conditions which have included waste management, site set up, noise restrictions and safety requirements.
- 3.12 The market has a strong presence on social media and has regularly featured in articles for publications like Broadsheet. They have used this publicity to draw people to East St Kilda.
- 3.13 In 2015 Hank Marvin was originally permitted for a three month trial in order to assess the market and any potential impacts. The review included a number of elements including surveys, stakeholder feedback and weekly compliance visits.
- 3.14 The review found that the market was meeting all requirements and that it was well accepted by the majority of the community. Surveys conducted at the time through Council's 'Have Your Say' (HYS) on-line forum, had 586 responses and 97.5% of people surveyed supported the market to continue at Alma Park Reserve. Comments supporting the market included:
- *"Love it! What a great asset to the community. I have been three times and hope it will continue long into the future. Alice"*
 - *"It's great for the community....brings people together in a relaxed family environment"*
 - *"HM has brought much vitality to the area - which for the most part - has been quiet. HM has an inclusive atmosphere for families and singles alike. The market mix has something for everyone. 9-3 is perfect time too. The area is buzzing with good will, happy dogs and the playground is brimming with active kids. Please keep it going, it's a great way to get to know people in the area, gives me an excuse to talk to my neighbours!"*
- 3.15 As part of the Have Your Say Survey four Carlisle Street Traders expressed concerns over the impact of the market on their business. They were concerned that the market was competing with them for business during their peak times. They requested a later starting time and less regular market operations.
- 3.16 As a response to these concerns Council undertook an additional on-site independent intercept survey to obtain 300 respondents views in to determine if the market was competing with the traders on Carlisle Street.
- 3.16.1 Survey results showed that over 50% of people attending the market live outside the catchment area for Carlisle Street. With many willing to travel from outer suburbs and across Melbourne.
- 3.16.2 That 28% of people would have been visiting Carlisle Street instead of the market. With a further 31% staying home, 18% visiting other open space and 17% at cafes/shops elsewhere. 4% would have been at South Melbourne Market and 2% doing something else.
- 3.16.3 53% of people surveyed visited other markets in the area. Showing that there is a strong market culture in the municipality.



- 3.17 On 9 February 2016 a report reviewing the market was presented to Council outlining the results of the review. This resulted in an extension of the market permit, a change in starting times from 8am to 9am, and a commitment to working with local traders.
- 3.18 Since the permit was extended, Hank Marvin has been working with local restaurants who are now regular traders at the market. So far the following traders have participated; Babu Ji, Ziggys, Radio Mexico, La Formaggeria and the Grosvenor Hotel. Traders are rotated every 6-8 weeks so there are regular new opportunities to get involved. There have been no further concerns raised by the traders since the 9 February Council meeting.

Approvals

- 3.19 Both applications are recommended for approval as outlined in Table 2 below:

Table 2: Long Term Market Approvals.

Market	Detail
St Kilda Twilight Market	<ul style="list-style-type: none"> • Approve without addition of liquor licence
Hank Marvin	<ul style="list-style-type: none"> • Approve

- 3.20 The officer recommendations are the result of, assessment of the applications against the Outdoor Events Policy 2014, consultation with internal stakeholders and Victoria Police advice.



FURTHER SUPPORTING INFORMATION

4. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

4.1 5.2 Vibrant

- Outdoor markets provide the opportunity for the community to be involved in a diverse range of activity.
- Encourage vibrancy across the municipality.

4.2 All applications were assessed against the following criteria from the Outdoor Event Policy 2014:

- 4.2.1 Community Benefit and Cultural Experience
- 4.2.2 Economic Impact
- 4.2.3 Amenity.

5. CONSULTATION AND STAKEHOLDERS

5.1 Internal Stakeholder consultations included: Parks, Traffic, Vibrant Villages, Art & Culture, Waste Management, Community Development, City Business, Public Space Summer Management and South Melbourne Market.

5.2 External Stakeholder consultations included: Victoria Police and Liquor Licencing.

6. LEGAL AND RISK IMPLICATIONS

6.1 Council seeks to minimise its exposure to risk through the Outdoor Events Policy by requiring market operators to hold adequate public liability insurance.

6.2 Market operators are required to provide Council with Risk Management Plans, Emergency Management Plans, Waste and Traffic Management Plans.

6.3 Permit conditions place controls on site usage, set-up, lighting, and noise and amenity management.

6.4 Council Events Officers conduct site inspections to ensure there is minimal impact on the public domain.

6.5 Permits are only issued once all Management Plans are submitted and approved.

7. SUSTAINABILITY – Triple Bottom Line

7.1 ENVIRONMENTAL IMPLICATIONS

7.1.1 As part of our event approval process our markets will ensure they have minimal impact on the site.

7.1.2 Both markets request that food vendors use biodegradable packaging, Hank Marvin Market is also working toward creating compost and shredding systems on site.

7.1.3 Hank Marvin are also encouraging a greater understanding of food providence by linking to customers and producers, and reducing food miles with their inclusion of fresh produce.



7.2 SOCIAL & CULTURAL IMPLICATIONS

- 7.2.1 Markets provide a gathering place and opportunities for social connection. Both markets have regular visitation of local residents as well as attracting new people to the area.
- 7.2.2 The markets add to the diversity in the area, are welcoming to all and provide a culture of creativity.
- 7.2.3 Hank Marvin provides four free community stalls and funds community support programs, including Sacred Heart Mission and St Marys Parish.

7.3 ECONOMIC IMPLICATIONS

- 7.3.1 The markets provide economic benefit to the community through attracting people to the area and advertising Port Phillip as a destination.
- 7.3.2 St Kilda Twilight Market is adjacent to Acland Street and has the support of the local Trader Association and is advertised on the St Kilda Tourism and Events website.
- 7.3.3 Studies on the Hank Marvin Market have shown that it is attracting large numbers of people from outside the municipality (50% of attendees) and 97% of people surveyed support its continuation.
- 7.3.4 Hank Marvin Market has been proactive in offering opportunities for local businesses.
- 7.3.5 Hank Marvin has weekly opportunities for community groups to fundraise and local artists to sell their product.

7.4 FINANCIAL IMPLICATIONS

- 7.4.1 All markets will be charged fees in line with the annual budget schedule.
- 7.4.2 Based on 2016/17 fee schedule the total revenue for 2017/18 proposed markets would be approximately \$31K.

8. IMPLEMENTATION STRATEGY

8.1 TIMELINE

- 8.1.1 March to June - Operators will work with Council Officers to meet all conditions and requirements before permitting.

8.2 COMMUNICATION

- 8.2.1 All applicants will be advised of Council's decision after the Council meeting.
- 8.2.2 Notification letters would be sent to residents, community groups, schools and businesses in the immediate area of the markets before the markets were to begin
- 8.2.3 Outdoor markets will be advertised on Council's website and through Divercity Magazine.



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.