



Quarterly Performance Report

July - September 2023-24

southmelbournemarket.com.au





Contents

- 01. Overview
- 02. Events and Activations
- 03. Capital Projects Update
- 04. Trader Update



01.

Overview

Performance update 2023-24 Q1

The first quarter of 2023-24 has seen visitation return to pre-COVID levels - recording a 1% increase on 2018-19 Q1 (pre-COVID) and an 11% on 2022-23 Q1 visitation.

This is a testament to our wonderful traders, our quality product and service offer, and the friendly local village feel customers experience when they visit.

The Market's year-to-date (YTD) financial position is on track to budget with the YTD operating surplus of \$210k, up 12% on our forecast of \$188k.

This quarter we have also welcomed new traders to the Market including Gigi Vintage, New Spring Handmade Boutique, Mitchell McCabe Menswear and the opening of the new Fresh Pasta Shop location in the Deli Aisle.

We are also very proud to have received a Net Promoter Score of 84, representing the huge amount of support the Market has in the community.

MEASURES OF SUCCESS



02

Events and Activities



02.

Events and Activities

Community Space

The Market offers local community groups, charities and not-for-profit organisations the opportunity to fundraise, promote a cause or generate awareness by booking our Community Space, free of charge.

This quarter the Market welcomed groups including:

- Port Phillip Men's Shed
- Possum Portraits
- Cancer Council Victoria - Bowel Cancer Screening promotion
- Business Vic - Small Business Bus
- Melbourne City Mission - Learner Driver Mentor Program
- Refugee Action Collective



02.

Events and Activities

Onsite Activity

South Melbourne Market is a lively and experiential place, with a calendar of music, activities and entertainment programmed year-round to contribute to a vibrant shopping experience.

Activity in Quarter 1 included:

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July

NAIDOC Week: Live music program and celebrations (free)
Foodie Tour: Sold-out (ticketed / monthly)
Bike Hub: Free 10-minute tune-ups (free / monthly)

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Aug

Cook & Grow: Cooking demonstration program (free)
Foodie Tour: Sold-out (ticketed / monthly)
Bike Hub: Free 10-minute tune-ups (free / monthly)

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Sep

Market Explorers: New school holiday tours (ticketed)
Kids Face Painting: Session held at Market (free)
Circus Workshops: Delivered by Circus Royal (free)
AFL Grand Final Eve: Roving entertainment
Foodie Tour: Sold-out (ticketed / monthly)
Bike Hub: Free 10-minute tune-ups (free / monthly)



03

Capital Projects Update



03.

Capital Projects Update

The Market asset requires works to be undertaken as part of the capital improvements program each year.

This information below provides an update on the current / planned works for this year and their status and schedule. You can also find more information about onsite works at the Market at: www.southmelbournemarket.com.au/visit/onsite-market-projects

The Market team works closely with the Project Management team at Council to deliver on the full capital works program.

Project	Overview	Update
Traffic Management Plan	To improve the interaction between vehicles, workers and the community, the Market commenced implementation of its new Traffic Management Plan (TMP). The TMP aims to enhance safety while minimising the risk of accidents and injuries. Measures include implementing traffic flow control, ensuring clear signage and communication, providing safe pedestrian access and promoting driver awareness.	Implementation commenced February 2023. Final signage to be installed November 2023.
Level 1 Fire Stair	Part of the Market's Building Compliance program, this project includes the construction of an external stairwell from Level 1 carpark to the York Street ground level carpark to provide safe passage in the event of fire.	The Initial Architect and Services Engineers design phase completed and under internal review. Construction phase to commence early 2024.
Project Connect	Project Connect aims to improve the community experience by creating more public spaces, improving facilities for traders, and addressing compliance and asset renewal requirements. This will result in a comprehensive program of works over the next decade.	Community consultation and engagement to commence late 2023 to early 2024. Concept and traffic design initiated to assess potential impact of changes on traffic flow.

04

Trader Update



04.

Trader Update

New traders

The Market has introduced three new traders in the past Quarter:

Greek'n Out Restaurant (Stall 97, Cecil Street)

Greek'n Out opened their exciting new Cecil Street Greek restaurant offering a delicious selection of dining options including their popular souvlaki, and the new look Loukoumades (Greek donuts) and Greek coffee bar kiosk out the front, serving breakfast, lunch and dinner from 7am - 9pm.

Gigi Vintage (Stall 119, Aisle G)

Gigi Vintage opened in Aisle G offering a curated, edited range of vintage and recycled clothing for women and men. Owner Dana Voderberg sources her products ethically and locally in Melbourne and surrounds; with a great, high-quality range on offer.

Mitchell McCabe (Pop-up, Stall 142, Aisle F)

Mitchell McCabe Menswear has launched at the Market with a diverse range of fashionable menswear. Andrew Scawen is a local to South Melbourne and has run and owned menswear businesses in both Clarendon and Coventry Streets for many years. His offer is focused on quality, fashionable menswear and accessories for all ages.



04.

Trader Update

Stall moves & renovations

The following traders have moved or are undergoing a new fit-out:

The Fresh Pasta Shop (Stall 14, Deli Aisle)

The Fresh Pasta Shop have completed their move and fit-out of their bright new stall on the Deli Aisle and have been drawing the crowds. Making fresh pasta onsite and offering a large selection of pastas and sauces, as well as a range of gluten free options, we are excited to see them in their new space.

Atypic Chocolate (Stall 88A, Aisle B)

Atypic Chocolate have completed their exciting stall upgrade in Aisle B with a new-look and strong offer, highlighting the bean-to-bar, small batch, handmade in Melbourne artisan chocolates.

SO:ME Success Stories

The following stall has progressed from a short-term pop-up to a more permanent stall at the Market:

New Spring Handmade Boutique - Stall 156 SO:ME Space

Having cut their teeth as a Pop-Up in the SO:ME Space, New Spring Handmade Boutique has opened their first permanent stall at the Market. They specialise in handmade creations such as children's toys, earrings, finger puppets, using traditional crafting skills of needle knotted lacing, crocheting and seed beading with all pieces designed by owner Emel.



04.

Trader Update

Farewells

Turn Melbourne

Turn sadly closed the doors of their Market stall on Saturday 19 August.

Robbro Menswear

Brad from Robbro closed his doors for the last time on Wednesday 30 August, he will be taking a well-earned break to spend time with his family before embarking on his next endeavour.

Koenji Vintage

Having recently welcomed the newest member of his family, Will made the tough decision to close his doors on Sunday 27 August to focus on the most important thing, family.

The French Quarter

The French Quarter have closed their doors and are undergoing the process of a full refurbishment before launching a new business here soon.

