



Quarterly Performance Report

October - December 2023-24

southmelbournemarket.com.au





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01.

Overview

Performance update 2023-24 Q2

Quarter 2 was busy at the Market, with a great range of events and activations, high visitation and a successful festive season trading period.

During this quarter we also welcomed several new traders to the Market including WOW Vinyl & Memorabilia, Maison Otto, Sarah Urban and the popular Ugo Burrata Bar in the Deli Aisle.

We also ran a 'Have Your Say' community consultation project from 3 November to 3 December to inform and gather feedback from the Market community about a range of capital improvement projects required to be undertaken in coming years and requested feedback on the Market's trading hours and days. A summary of the consultation outcomes will be provided in the Market's Quarter 3 report.

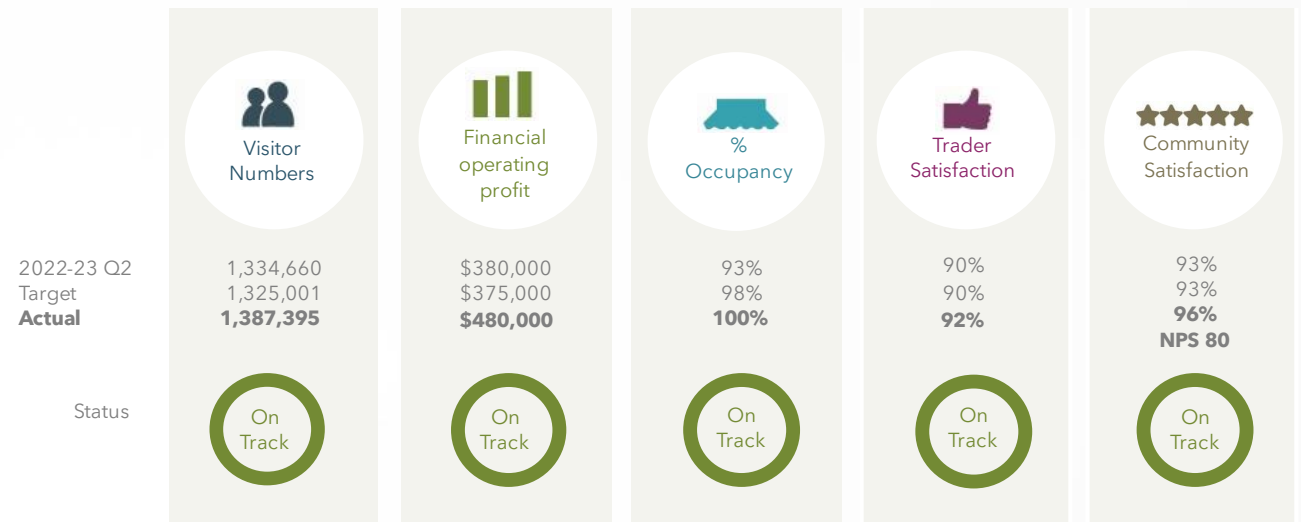
December was all about Christmas and the Market was abuzz with roving entertainers, free live music, gift wrapping and a visit from Santa. The Market was open for five days leading up to Christmas Day, with large queues forming on our busiest day, Christmas Eve, from about 4am.

Wishing everyone a happy and healthy 2024.



Sophie McCarthy
Executive Director

MEASURES OF SUCCESS



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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:

- RSL Victoria
- Port Phillip Men's Shed
- Humane Animal Rescue



02.

Events and Activities

Onsite Activities

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 2 included:



October

- **2023 Seniors Festival:** Guided Historical Tour (free)
- **A Fromage Affair:** The second 2023 event of the Foodie Affair Series (ticketed / bi-annual)
- **Ride2Work Day:** Breakfast, Bike Hub and pop-ups hosted at the Market in conjunction with the CoPP City Planning and Sustainability Team (free)
- **Induction Cooking Demonstration:** The first of two demonstrations in conjunction with the CoPP City Planning and Sustainability Team (free)
- **Bike Hub:** Free 10-minute tune-ups (free / monthly)
- **Foodie Tour:** Sold-out (ticketed / monthly)



November

- **Family Craft and Storytime:** In conjunction with CoPP Libraires Team
- **Induction Cooking Demonstration:** The second of two demonstrations in conjunction with the CoPP City Planning and Sustainability Team (free)
- **Bike Hub:** Free 10-minute tune-ups (free / monthly)
- **Foodie Tour:** Sold-out (ticketed / monthly)



December

- **Floating Statues:** Public entertainment (free)
- **Santa at the Market:** Public roving entertainment (free)
- **The Jazz Jokers:** Public roving entertainment (free)
- **Junior Chef - summer edition:** Seasonal shopping and recipe creation for families (free)
- **Santa's Mailbox:** Kids seasonal activity (free)
- **Tree of Gratitude:** Seasonal community activity (free)

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
Cecil St Essential Services	The objective of this project is to rectify the current non-compliance issues with the outdoor cooking stations in terms of health, building regulations and outdoor trading guidelines. To ensure compliance, safety and enhanced capacity, essential services such as gas, waste, drainage, water, electricity, mechanical and fire services will be specifically designed and implemented for each kiosk.	An 'approach to market' for a head contractor has been released as a public tender. Consultation with traders has started to discuss the construction scope. The RFT evaluation will begin in February 2024. The construction phase is scheduled to start in mid-2024.
Level 1 Fire Stair	Part of the Market's Building Compliance program, this project includes the construction of an external stairwell from the Level 1 carpark to the York Street ground level carpark to provide safe passage in the event of fire.	The architect and services engineers are in the process of finalising the design phase based on the building surveyor's recommendation. The construction phase is expected to begin in early/mid 2024.
Project Connect	Project Connect aims to improve the community experience by creating more public spaces, improve facilities for traders, and address compliance and asset renewal requirements. This will result in a comprehensive program of works over the next decade.	The project's community consultation and engagement phase was completed in Quarter 2. A Traffic Consultant has been engaged to begin the conceptualisation and assessment of potential traffic flow changes caused by the project and potential carpark ramp relocation.



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Trader Update



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Trader Update

New traders

The Market has introduced four new traders in Quarter 2:

Maison Otto (Stall 82, Aisle B)

Maison Otto offers a curated collection of specialty French lifestyle products including table linen, tea towels, artisanal homewares, soft furnishings, home fragrances and artificial flowers. With a dedication to quality, craftsmanship, and French culture, all items are sourced directly from French suppliers and makers, imported and sourced directly by the owner Caroline (pictured).

WOW Vinyl & Memorabilia (Stall 120, Aisle G)

WOW Vinyl & Memorabilia sell a wide range of quality original and remastered (European imports) LP's as well a range of music memorabilia collected over 40 years by stall owner Paul (pictured).

Sarah Urban (Stall 142, Aisle G)

Sarah Urban is a feminine lifestyle brand who will be offering quality manchester (bedding, towels), new and vintage homewares, furniture, jewellery and gifting. Sarah Urban has previously held pop-up stalls in SO:ME Space and the wider Market.



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Trader Update

New traders *(continued)*

Ugo Burrata Bar (Stall 22, Deli Aisle)

Burrata is mozzarella that is formed into a hollow ball and filled with cream and shreds of mozzarella curd. Brought to you by the founder of Cannoleria, Ugo Burrata Bar heroes this delicious cheese in a seasonal menu of sweet and savoury dishes.

Dishes are available to eat in or take away, or you can of course purchase the burrata and create your own masterpiece at home.

Farewells

Market Import

At the end of October, we bid farewell to David and Shirley of **Market Import**, who are relocating to sunny Queensland for their retirement.

Ida's Alterations

Late October also saw us farewell Ida of **Ida's Alterations**, who is also closing her business to enjoy retirement.

