



South  
Melbourne  
Market

# Quarterly Performance Report

Q1 2024-25





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## Overview

# Performance update 24-25 Q1

Visitation through July to September has been strong with similar visitor numbers to the same time last year.

We were proud to launch the Market's new sustainability campaign in July to *BYO Reusable Containers for Your Market Shop*. The campaign encourages our shoppers to bring containers from home for their fresh produce such as pasta, ham and cheese to reduce plastic waste, a key focus in our Environmental Sustainability Strategy.






The Market is a popular destination during school holidays and in August we launched the Market Explorers program where kids can enjoy an educational self-guided exploration of the Market. This is available all year round.

During the AFL Grand Final long weekend in September the Market was abuzz with the Bloods (Sydney Swans) up against the Brisbane Lions with many loyal followers visiting the Sydney Swans Fan Zone set up on Cecil Street and the heritage mural by JESWRI in York Street.

In September we were also proud to have our [South Melbourne Market 2023-24 - Annual Report](#) endorsed by Council. The Report outlines the Market's successes for the year which is the result of the Market continuing to remain true to its core: championing small business and serving the local community, and because of our traders who are the lifeblood of this Market.

**Sophie McCarthy**  
Executive Director

## Measures of success

	<b>Visitation</b> <i>Entries into the Market</i>	<b>Financial operating profit</b>	<b>Occupancy</b> <i>Licences signed</i>	<b>Trader satisfaction</b> <i>Somewhat or very satisfied with the Market as the venue for their business</i>	<b>Community satisfaction</b> <i>Very good or excellent rating for overall view on offer</i>
<b>2023 -24</b>	1,259,614	\$586,000	99%	93%	97% NPS 83
<b>2024 -25</b>	1,399,636	\$578,000 + 16%	100%	92%	97% NPS 79
<b>Target</b>	1,350,000 5.4m annually	\$500,000 +4%	98%	90%	93% NPS 75-80
<b>Status</b>					

# 02

## Events and activities





# Events and activities

## Quarter 1 Overview

The Market hosts a range of free and ticketed events and activations during the year. Below is a summary of the activities that the community enjoyed at the Market in the last quarter

### July

Bastille Day: roving entertainment

NAIDOC Week: free live music program

School Holiday Programming: free sustainability workshops with BEE Healthy

School Holiday Programming: free face painting for kids

Foodie Tour (monthly)

Bike Hub: Free Bike Tune-Ups with Back2Bikes (monthly)

Maternal Health Nurse: Baby & Toddler Food Education Session (monthly)

### August

Market Explorers: Launch of new education programming stream for kids

Foodie Tour (monthly)

Bike Hub: Free Bike Tune-Ups with Back2Bikes (monthly)

Maternal Health Nurse: Baby & Toddler Food Education Session (monthly)

### September

Sydney Swans Fan Zone – AFL Activation

Father's Day: roving entertainment

City of Voices Flash Mob

Business Victoria – Small Business Bus

Foodie Tours (weekly)

Bike Hub: Free Bike Tune-Ups with Back2Bikes (monthly)

Maternal Health Nurse: Baby & Toddler Food Education Session (monthly)

## MARKET EXPLORERS

Solve all the clues in our scavenger hunt to earn your Market Explorers Club Card and receive seasonal club rewards!

Along the way you'll meet our friendly traders and learn lots of cool things about South Melbourne Market and the food you eat.

### Instructions

- Carefully read each of the clues.
- To answer the questions, you will have to find the right stall. Sometimes there will be one specific trader you need to find, for other questions you can choose your favourite.
- On the back of the map you will find the traders grouped together by the kinds of things they sell. Find a trader in the category and look at the coordinates (a coloured letter and a number). On the top and bottom of the map you will find the numbers, and on the sides, the letters. Follow the line down from the number and across from the letter – where they join is where the trader is! This can be tricky but a grown-up can help.
- Once you have solved all the clues, bring your answer sheet to the Market Office to receive your Market Explorer's Club Card and be added to the Club Membership Board.

A note for adult helpers: This activity is for children aged 6-12 but children 8 and under will need extra assistance. Answers and stall locations can be found on the back sheet.



Are you ready for the challenge? Let's go!

[southmelbournemarket.com.au](http://southmelbournemarket.com.au)



# Events and activities

## Community Space

The Market hosts a free community space available for local charities, not-for-profit organisations and community groups. This quarter the Community Space hosted:

- Port Phillip Community Group - Support for Homelessness Week (pictured)
- Albert Park Scouts
- Grandmothers for Refugees
- Port Phillip Men's Shed

# 03

## Capital projects update








# 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](http://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	Status	Update
<b>Cecil St Essential Services</b>	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.		The project has officially commenced, with underground works already completed, including the installation of the new greater interceptor. We are now in the final stage of the works, with progress continuing steadily. Anticipated finished date late Nov 2024.
<b>Level 1 External Stairs (Fire Egress Stair)</b>	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 approach to market has been evaluated, and a recommendation to award the contract is expected to be concluded by November 2024. The anticipated start date for construction is February 2025. Further updates will be provided as the process progresses.
<b>Project Connect</b>	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.		Project due diligence continues as the scope definition nears completion. The business case is in its final stages, preparing to seek endorsement for a Head consultant and move into the next design phase in 2025.

 On track  Off track



04

Trader  
update



# Trader update

## New traders

The Market has introduced six new traders in Quarter 1:



**Rhythm Unites** | Stall 155, SO:ME Space

Rhythm Unites opened a new stall at the Market following a great response from the community while hosting a short-term pop-up stall in the SO:ME Space pop-up precinct. The Melbourne business specialises in musical instruments that offer mental health and wellbeing such as singing bowls, melody drums, Shaman drums, Djembe drums and hand-pans.



**Stanlie** | Stall 136, SO:ME Space

Stanlie is a women's and unisex fashion and beachwear label by which targets a younger demographic. Originally from the SO:ME Space pop-up precinct, the business focuses on beachwear and swimwear in the warmer months and casual wear, fleece items and beanies in the cooler months, with all pieces designed by Sky. The brand will also be shifting to using recycled fibres with new collections.



**The Only Label** | Stall 137, SO:ME Space

The Only Label is an independent, locally designed, Melbourne womenswear label originating from the SO:ME Space pop-up precinct. With a background in upcycling vintage clothing, owner and designer Net, draws inspiration from the distinctive shapes and detailing of the past and recreates it with a modern twist, seen through up-to-date classic designs with a signature touch of yesteryear.

# Trader update

## New traders (continued)



### **Zen Holistic Health** | Stall 159N, Aisle F

The new owner Andrew Jin has commenced in this business, and William has finished up to retire after 22 years at the Market. Andrew will continue to offer deep tissue massage, remedial massage and reflexology, as well as introducing foot massage and holistic wellness.



### **Mister Handsome Barber** | Stall 204B, East Aisle

Mister Handsome have been appointed to Stall 204B on a three-year licence term after being a casual pop-up stall in this location. The business offer a range of services including haircuts, beard trims, shaves and grooming consultations, and also sell grooming products such as hair styling products, beard oils and shaving accessories.



### **Little Gusto** | Stall 112, Aisle G (Pop-up)

Little Gusto have moved Aisle G as a casual pop-up stall. They offer a range of 100% certified organic cotton baby and kids clothing, bath and sleeping products and accessories made in Turkey by Little Gusto.



# Trader update

## Stall Upgrades

### **Coconut Revolution |** Stall 181, Aisle D

Stall works are now completed, with new signage, fixtures and displays.

### **K&L Poultry |** Stall 27, Deli Aisle

Full stall upgrade completed with new cabinets and joinery, new signage and branding, staff uniforms, and a fresh new look.

### **Green Valley Timber |** Stall 179, Aisle C

Stall works are completed, utilising the walkthrough connection from Aisle D and Aisle C.

### **Zen Holistic Health |** Stall 159, Aisle F

New trader, Andrew Jin, has actioned an upgrade to the stall fit-out by introducing new signage, lighting, painting and privacy curtains for a professional looking massage fit-out.



## Farewell

### **William's Professional Massage**

The Market bid farewell to William this quarter, who sold his business. William has been with the Market for over 22 years and been a valued member of the Market community. The Market wish William all the best and a safe, healthy and happy retirement.

