

South  
Melbourne  
Market

# Sustainability Report

Q1 2024-25





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# 01

## Sustainability Performance YTD 2024 – 2025



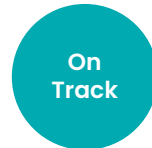
# Jul – Sep 2024

## Performance at a glance

### KPI SMM Environmental Sustainability Strategy 2025-27

	Waste diversion	Potable water (KL)	Electricity (kWh)
Baseline Q1 2018-19	65%	6068.32	245,915
2023-24 Q1	68%	6270.7	235,937
<b>2024-25 Q1</b>	<b>71.06% +6.06%</b>	<b>6270.7 + 3.34%</b>	<b>178,334 -27.5%</b>
2027 target	85%	10% reduction	25% reduction

Status



### Q1 average usage/generation per customer\*

	2018-19	2024-25	Diff.
<b>Waste</b>	0.47 kg	0.39 kg	18.6%
<b>Power</b>	0.19 kWh	0.13 kWh	-27.5%
<b>Water</b>	4.95 L	4.69 L	-5.4%
<b>Visitation</b>	1,225,829	1,335,702	+8.58%

\* As consumption is impacted by visitor numbers, averaging the use by attendance figures provides a more nuanced understanding of the market sustainability performance.

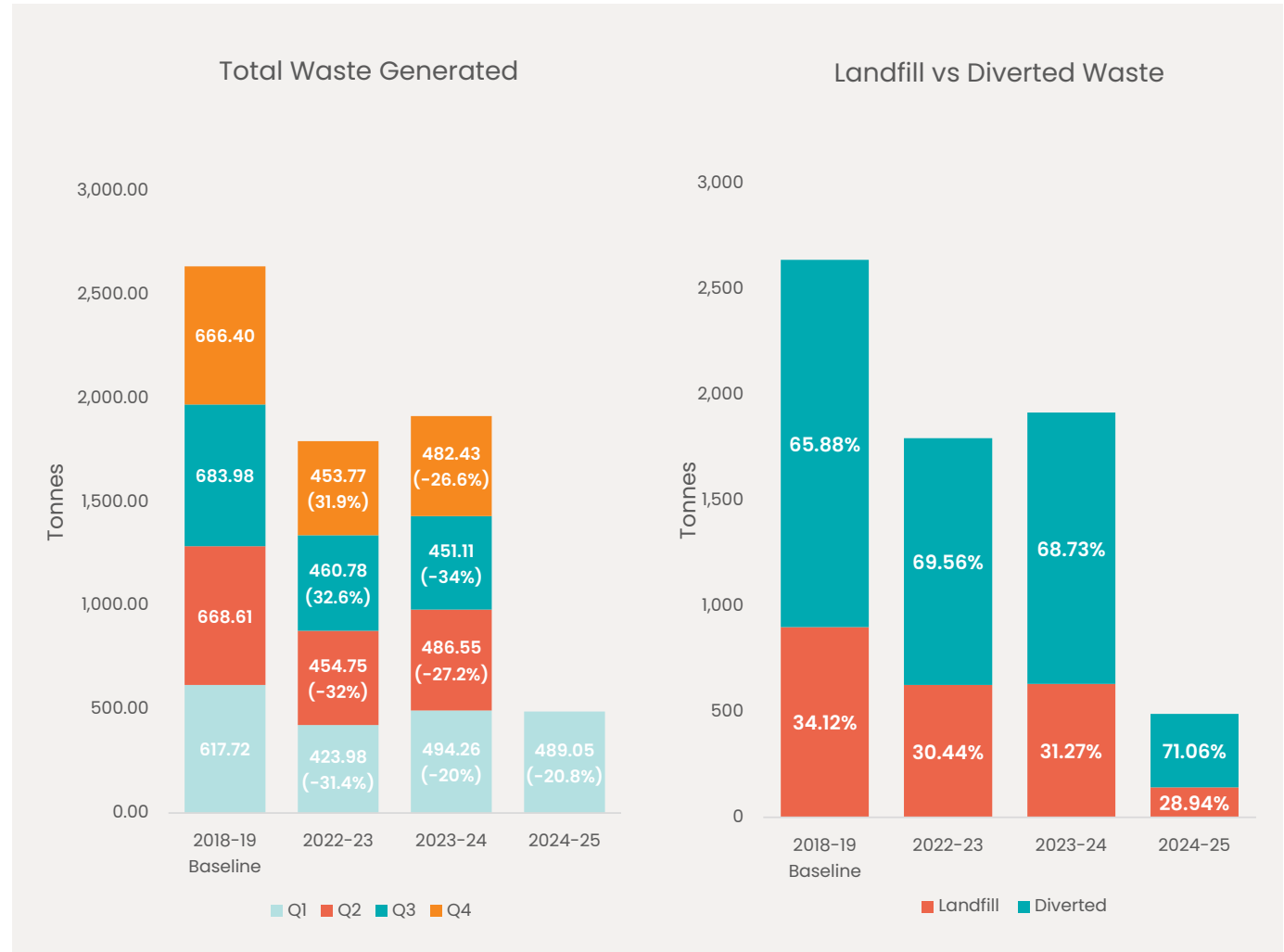
# Waste



**12.9**  
GARBAGE  
TRUCKS  
less waste  
generated YTD

A total of **489.05** tonnes of waste has been generated this quarter, a **25 % reduction in waste** volumes compared to baseline and 1.05% less than for the same period last year.

Overall, **71.06%** of waste was **diverted from landfill** for the first quarter. The Market's new cleaning provider commenced their contract in September and delivered a waste diversion rate of **74.08%** in their first month, the highest diversion rate the Market has seen in the past 10 years.



# Waste

## Turning food waste into energy

With the commencement of the Market's new cleaning contractor, IKON Services, the Market's food waste is now being turned into an exciting new product: electricity!

Yarra Valley Water has built a food waste to energy facility that processes commercial food waste into clean, renewable energy.

The facility sits next to Yarra Valley Water's Aurora sewage treatment plant and generates enough energy to power the facility and the sewage treatment plant. Excess energy is exported to the electricity grid.

### How it works

#### Stage 1: receiving the waste

The Market's food waste is transported to the site in trucks, and then fed into a sealed tank called a 'digester'.

#### Stage 2: processing the waste to make biogas

Bacteria in the digester causes the waste to break down. As the waste breaks down, it generates biogas. Biogas is a mixture of gases but is mostly methane (the same gas used in the natural gas network). The biogas is cleaned to remove odours and impurities.

#### Stage 3: biogas is used to make energy

The biogas is used to fuel an engine which generates electricity. The electricity can be used to power infrastructure or can be exported to the power grid.

# Electricity

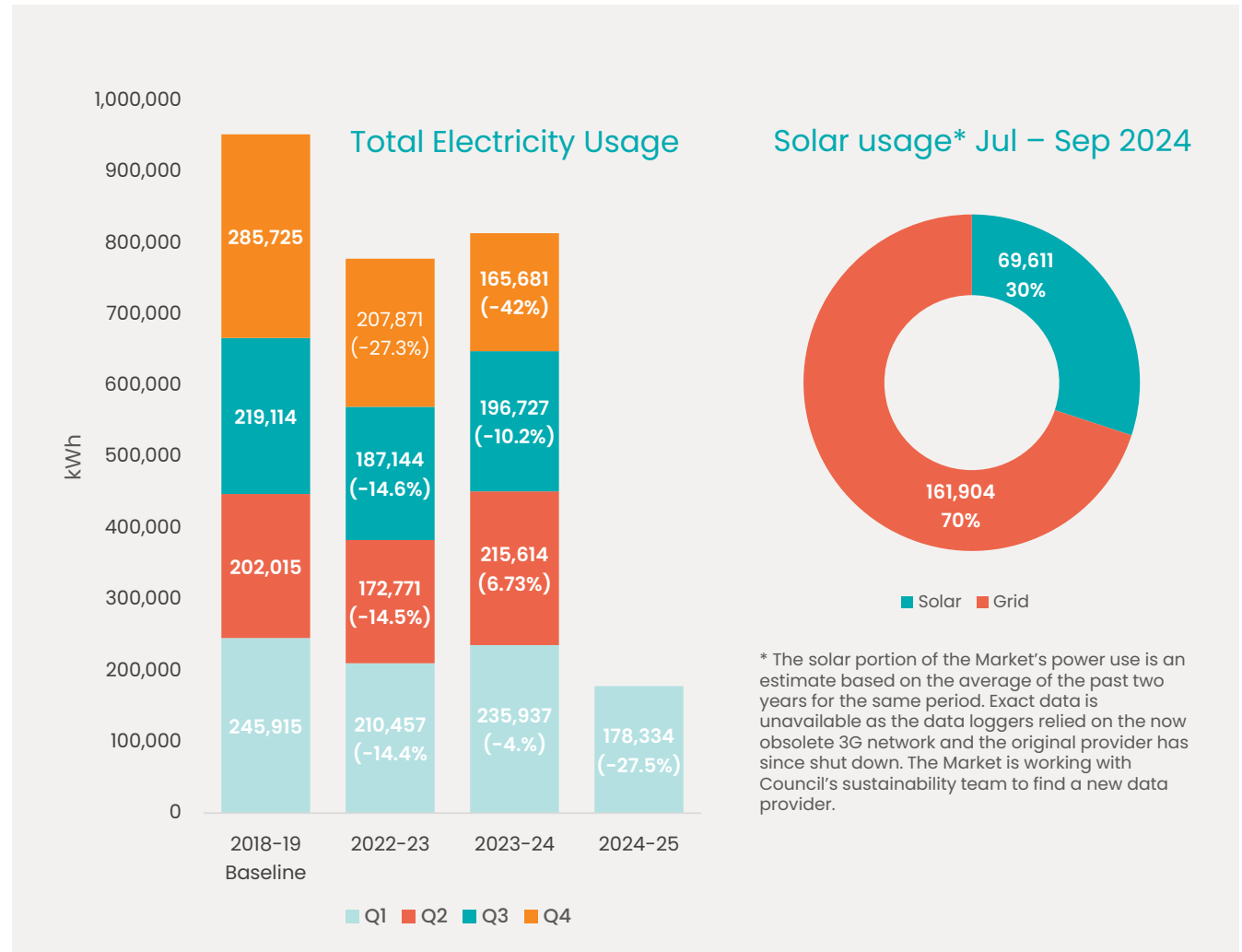


Carbon emissions avoided  
= CO2 absorption of  
**11,960**  
trees annually

The Market used an estimated\* 178,334 kWh of electricity in the July to September quarter, a **reduction of approximately 31.86%** on baseline and **27.5%** on last financial year

Combined, the Market **avoided 179.37t cO2e** of carbon emission through using 100% renewable power.

Around 25% of the power generated comes from the Market's rooftop solar panels, a saving of approximately **\$18,500** this quarter.



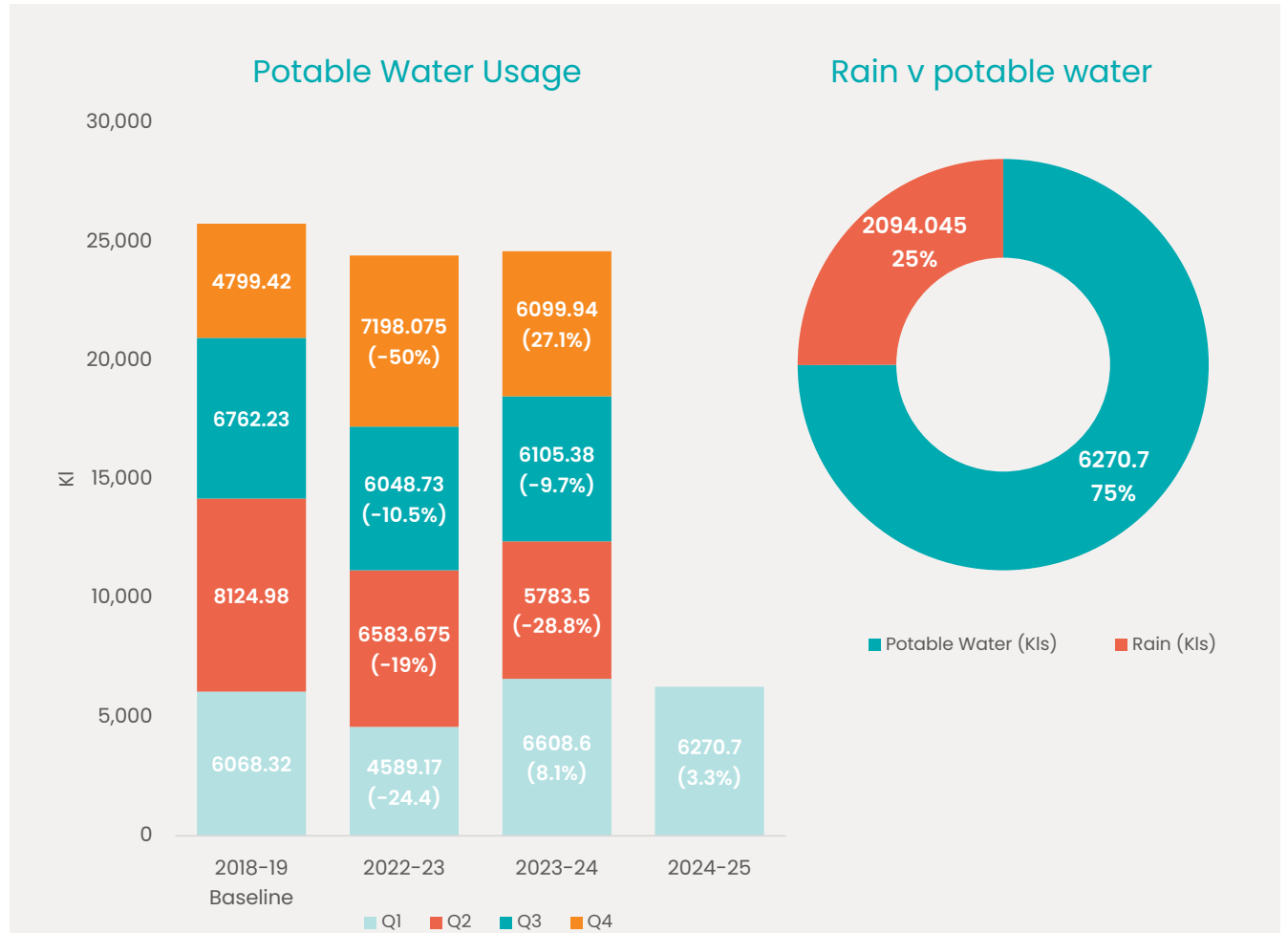
# Water



Almost  
**3.49 million**  
600ml bottles of  
**potable water**  
**saved**

6270.7KL of potable water has been used in quarter one, an **increase of 3.34 %** on 2018-19. As there was an attendance increase of 8.78% during this period an increase is to be expected; by average customer, water use is down **5.35%**.

2094 kilolitres of UV treated rainwater was used for floor washdowns, toilet flushing and by the Market florists, resulting in a **25% reduction in potable water use.**








02

Environmental  
Sustainability Strategy  
2023-27  
Q1 actions &  
achievements



# 2024-25 Strategy Actions Update

Initiative	2024-25 Q1-2 Actions	Status	Comments
<b>Waste</b>	Single use plastic reductions	Single use plastics phase out	<ul style="list-style-type: none"> <li>● Soy sauce fish phase out has commenced. See Pilot program (pg. 10) for coffee cup d</li> <li>● Now Coffee Cup Pilot Program (pg.10)</li> <li>● Campaign launched in Market in August and will continue to be rolled out on social media.</li> </ul>
	Waste reduction and improvement of waste processing	Early Adopter grant* Develop a "reusables first" campaign to encourage customers to avoid single use items	<ul style="list-style-type: none"> <li>● Campaign launched in Market in August and will continue to be rolled out on social media.</li> <li>● Targets included in new contract. Waste diversion has already increased since contract commenced in September</li> </ul>
	Stall Fit-Out and Asset Upgrade Environmental Impact Reduction	Introduce waste diversion targets and KPI into cleaning contract to encourage innovation in waste management	<ul style="list-style-type: none"> <li>● Targets included in new contract. Waste diversion has already increased since contract commenced in September</li> <li>● Draft to be developed based on Council's Environmentally Sustainable Design guidelines</li> </ul>
		Develop and implement green fit-out guidelines	<ul style="list-style-type: none"> <li>● Draft to be developed based on Council's Environmentally Sustainable Design guidelines</li> </ul>
<b>Carbon Emissions</b>	Reduce electricity use and increase energy efficiency across Market operations	Transition all traders to renewable electricity and energy efficient appliances	<ul style="list-style-type: none"> <li>● Will be included in fit-out guidelines.</li> </ul>
<b>Water</b>	Reduce potable water at use the Market	Set minimum water efficiency standards and incorporate into new licence agreements for new fit-outs	<ul style="list-style-type: none"> <li>● Will be included in fit-out guidelines.</li> </ul>
<b>Embedding sustainability</b>	Information and Education	Further develop the Market's school and public tour program and increase the capacity to run tours	<ul style="list-style-type: none"> <li>● New tour partnership with Flavourhood tours commenced in September. Tours now run weekly instead of monthly (75% increase)</li> <li>● Program has been developed and rollout will commence in December 2024.</li> </ul>
		Develop a 'food education' marketing and events program	<ul style="list-style-type: none"> <li>● Program has been developed and rollout will commence in December 2024.</li> </ul>

 Completed  
 On track  
 Off track

2024-25

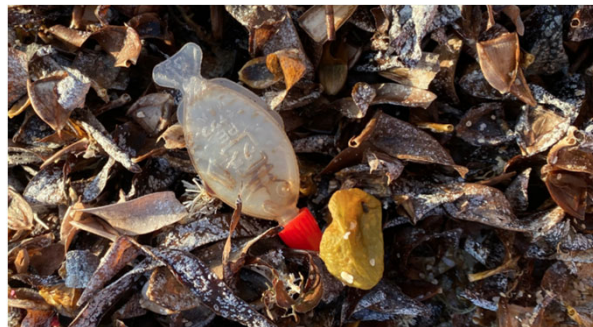
# Sustainability Project

Each year Council provides funding to support the Market to deliver key actions in the Environmental Sustainability . This year the funding has been allocated to three initiatives:



## Rooftop LED Lighting upgrade

The Market will upgrade the 109 fluorescent lightbulbs on the rooftop carpark to energy saving LEDs. The lights will also brighten the area, improving safety in the evenings. Works to be completed in 2025.



## Reducing single-use plastic

**Soy sauce fish:** the Market will support traders to phase out soy sauce fish with a campaign to promote using free soy sauce onsite (with the option to pay extra for single use items).

**Coffee cups:** the Market will fund a pilot program for traders to trial a reusable coffee cup program that makes it easier for customers to avoid single-use cups.



## Sustainability education

The Market is developing a suite of educational assets that will educate shoppers and traders about the sustainability initiatives at the Market. These will be used across various platforms, including the trader induction pack with the aim to increase understanding of, and compliance with, the Market's sustainability initiatives.

# Reduce single-use

## Single-use plastics phase out

This year the Market's traders commenced phasing out a new round of unnecessary single-use plastic items:

- Plastic takeaway food containers
- Expanded polystyrene food trays
- Balloons for decoration of stalls

Traders such as Mama Tran, Baba Rolls and Dragon Room have implemented creative new solutions for their delicious food, that are not only more sustainable but also provides a more pleasing dining experience for the customer.

And while the Swans sadly didn't take the AFL flag this year, the Market traders were able to support South Melbourne's local team with balloon free decorations that wouldn't create plastic waste.



Cardboard trays replace plastic at Baba's Rolls and Spice

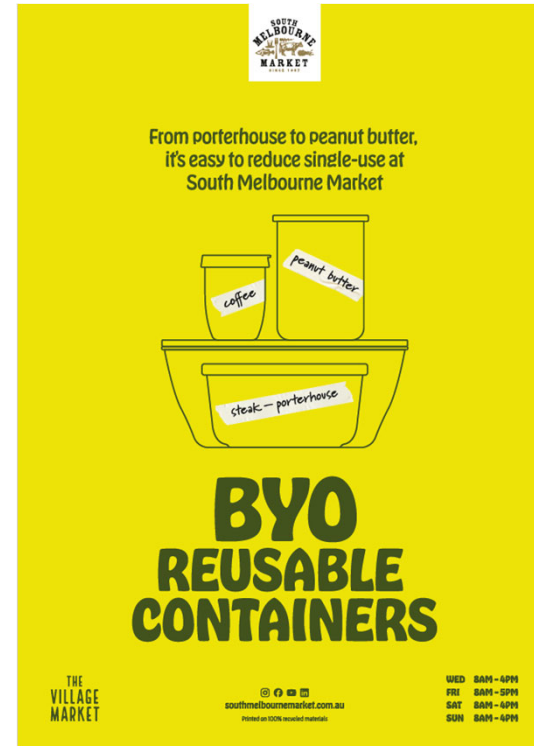
# Reduce single-use

## BYO containers campaign

While replacing single-use items with more sustainable alternatives is a big improvement, the best option is to avoid single use all together.

In July this year, the Market implemented a campaign encouraging customers to go beyond the shopping bag and BYO reusable containers for grocery items like fish, deli goods and bread . A range of creative assets have been developed to promote the campaign, with point-of-sale displays and posters on display across the Market.

A social media video campaign was also developed, featuring a range of the Market's traders reminding customers to BYO next time they come to the Market.





## Early Adopter Grant Recipient Spotlight: Luna and Soul

Luna and Soul was one of the recipients of the Market's 2023-24 Early Adopter Sustainable Grants, a program which financially supports traders to implement environmentally suitable practices into their business.

Business owner Raja intended Luna and Soul to be plastic free from the start, believing that an environmentally conscious approach to business naturally extends from yoga practice and philosophy.

She has sought where possible to create her products using the most sustainable options available, such as an active wear line that is not only made in Australia but also uses locally grown and milled organic cotton fabric.

To match the sustainability credentials of her products, Raja realised the items they come wrapped and mailed in also need to be sustainable. Too often, wholesale packing options available, even those that may appear sustainable, are made from unrecyclable plastics that will spend a century or more in landfill.

Raja has used the grant money to thoughtfully develop a range of packaging that is plastic free: perforated cardboard wrap is used instead of plastic bubble wrap, kraft tape takes the place of plastic tape and labels are printed in soy ink on biodegradable paper.