

# **South Melbourne Market Section 86 Committee**

Meeting no. 188

July 2019

## **Meeting date and location**

Thursday 18 July 2019

South Melbourne Market, Food Hall 6pm

## **Attending members**

Jo Plummer (Chair)

Cr Bernadene Voss

Cr Marcus Pearl

Andrew Danson (Independent member)

Simon Talbot (Independent member)

## **Attending officers**

Kylie Bennetts (Director of the CEO's Office)

Mark Edmonds (Acting South Melbourne Market Manager)

Adam Mehegan (Operations Coordinator, South Melbourne Market)

Sophie McCarthy (Business & Events Coordinator, South Melbourne Market)

Ross Williamson (Senior Licencing Coordinator, South Melbourne Market)

# Agenda

1. Apologies	3
2. Minutes of previous meeting	4
3. Declarations of conflict of interest	5
4. Manager's Report	6
4.1 Performance Scorecard	7
4.2 Financial Performance	13
4.3 Items for Noting	14
4.4 Public Action Items	16
5. South Melbourne Market Reports	17
5.1 Items for Discussion	17
6. Public Question Time	18
7. Confidential Matters	19
7.1 Confidential Items for noting	19
<i>The information in this report is considered to be confidential in accordance with the Local Government Act 1989 (as amended), as it relates to: (d) contractual matters; (f) legal advice; (h) any other matter which the Council or special committee considers would prejudice Council or any person; (g) matters affecting the security of Council or property</i>	
7.2 Confidential Action Items	19
<i>The information in this report is considered to be confidential in accordance with the Local Government Act 1989 (as amended), as it relates to: (d) contractual matters; (f) legal advice; (h) any other matter which the Council or special committee considers would prejudice Council or any person</i>	
7.3 Confidential Items for Discussion	19
<i>The information in this report is considered to be confidential in accordance with the Local Government Act 1989 (as amended), as it relates to: (d) contractual matters; (e) proposed developments; (h) any other matter which the Council or special committee considers would prejudice Council or any person.</i>	
7.4 Confidential Items for Decision	19
<i>The information in this report is considered to be confidential in accordance with the Local Government Act 1989 (as amended), as it relates to: (d) contractual matters; (g) matters affecting the security of Council property.</i>	

# 1. Apologies

## **2. Minutes of previous meeting**

### **Recommendation:**

That the Committee accept the Minutes of Meeting 187 of the South Melbourne Market Section 86 Committee, held Thursday 11 April 2019, as a true and correct recording of the meeting.

### **3. Declarations of conflict of interest**

## 4. Manager's Report

**Purpose:** To provide an update to the South Melbourne Market Committee on activities since the last meeting.

**Recommendation:** That the Committee note the Manager's Report.

### Operations

Good work has taken place to improve the safe unloading in Coventry St by forklifts. This includes the use of 'spotters', barriers and pedestrian control. The next step is to look at the partial closure of Coventry St during very early morning unloading.

A quote has been requested from Safety Action to develop / adapt a Work Health Safe Management Plan.

The Food Hall Roof project is on track with a couple of designs presented to the SMM Team and Traders. Feedback is being consolidated and a final design will be prepared shortly. We all had a preference for Option 2 with some refinement. See later report..

New heating has been installed in the Food Court and will be expanded out into Coventry St. Additional tables and chairs plus a reconfiguration of the food court and increased seating into Coventry St has been well received by Traders and Customers.

### Licensing

Developing a better EOI assessment process that keeps a constancy and transparency.

License renewal process is on track and more Traders are providing Business Plans. A number are also being provided Visual Merchandising advice to assist with improving their look. This has been well received.

Metro Tunnel Project connection for potential Traders progressing.

Action has commenced in progressing Shop 3 new business.

### Marketing / Administration

Works progressing on customer tracking

Standardised filing process being progressed for all Trader Contact – including emails, license etc.

Trader survey has had about a 70% response rate so far. Aiming to get all Traders through follow up and Face to face.

Mark Edmonds

Acting South Melbourne Market Manager

July 2019

## 4.1 Performance Scorecard

**Purpose:** To provide the Committee with an update on how the Market is tracking against Key Performance Indicators.

**Recommendation:** That the Committee note the Market's performance.

Key Performance Indicators

Area	Objective	Measure	Baseline	Target	Actual	Status	Notes
Community	Demonstrate value to our growing community through the effective management, curation and maintenance of this high quality amenity	Visitor numbers	3.835m	2% inc annually	7.60%	On Track	
Community	Demonstrate value to our growing community through the effective management, curation and maintenance of this high quality amenity	Stallholder Satisfaction	NCM	4/5	N/A	Off Track (Minor)	Awaiting results. Will be available for August meeting.
Community	Good governance, engagement and quality advice	Adherence to Section 86 reporting & meeting requirements	97%	99%	97%	On Track	NIL

Area	Objective	Measure	Baseline	Target	Actual	Status	Notes
Community	Good governance, engagement and quality advice	Customer Satisfaction measured by CoPP Community Satisfaction Report.	89	90	90	Off Track (Minor)	Awaiting results. Will be available for August meeting.
People & Culture	High performing, healthy, values driven culture with a Community First mindset	SMM Staff Turnover	0.00%	0.70%	0.00% (YTD 7.14%)	On Track	NIL
People & Culture	High performing, healthy, values driven culture with a Community First mindset	SMM Staff Time Lost due to Injuries	0	0	Nil	On Track	NIL
People & Culture	High performing, healthy, values driven culture with a Community First mindset	Customer injuries or near misses	0	0	3	Off Track (Minor)	Incidents of one missed step, boom gate incident and food incident. All minor
People & Culture	High performing, healthy, values driven culture with a	Vendor injuries or near misses	0	0	0	On Hold	NIL



Area	Objective	Measure	Baseline	Target	Actual	Status	Notes
	<b>Community First mindset</b>						
<b>Internal Process</b>	<b>Efficient &amp; effective organisation</b>	SMM Capital Projects On Time	NCM	TBC	N/A	On Track	NIL
<b>Internal Process</b>	<b>Effective management of organisational risk and compliance</b>	% capacity of Market stalls	100%	100%	100%	On Track	NIL
<b>Internal Process</b>	<b>Effective management of organisational risk and compliance</b>	% capacity of Pop-up stalls	95%	98%	100%	On Track	NIL
<b>Internal Process</b>	<b>Environmental sustainability in a growing community</b>	SMM Potable Water Usage (ml)	26.612ML	26.612ML	4.7ML (quarter)	On Track	NIL
<b>Internal Process</b>	<b>Environmental sustainability in a growing community</b>	% SMM Waste Diverted from Landfill	65%	67%	44%	Off Track (Minor)	NIL
<b>Internal Process</b>	<b>Finance</b>	Debtors at 60 and 90 days	NCM	90: 0%	60: 6.6% 90:1.8%	Off Track (Minor)	NIL

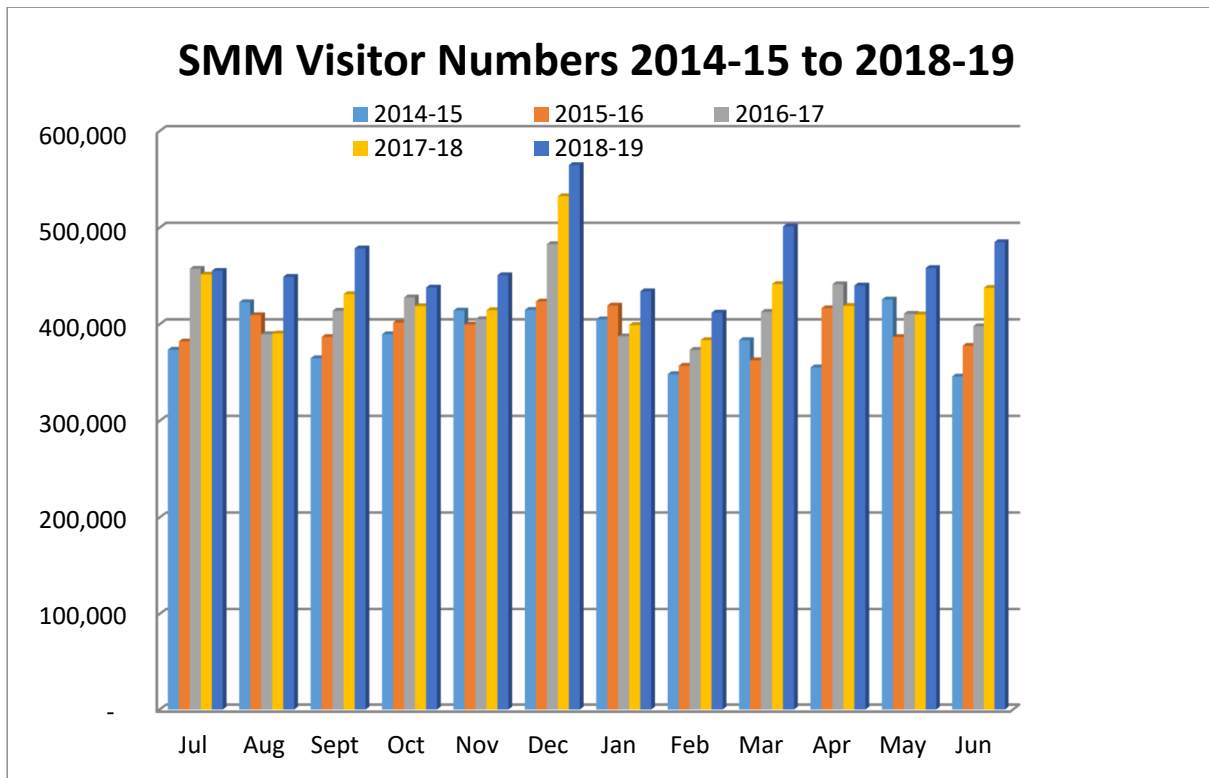
## Attendance

### SMM visitor numbers 2017-18 v 2018-19

Month	2017-18	2018-19	Mth diff	Cumulative	%
July	451,535	455,349	0.8%	455,349	0.8%
August	390,452	449,160	15.0%	904,509	7.4%
September	431,203	478,511	11.0%	1,383,020	8.6%
October	418,762	438,014	4.6%	1,821,034	7.6%
November	414,569	450,793	8.7%	2,271,827	7.8%
December	532,516	564,858	6.1%	2,836,685	7.5%
January	399,288	434,132	8.7%	3,270,817	7.7%
February	383,646	412,060	7.4%	3,682,877	7.6%
March	441,684	501,350	13.5%	4,184,227	8.3%
April	419,094	440,204	5.0%	4,624,431	8.0%
May	410,240	458,258	11.7%	5,082,689	8.3%
June	437,675	485,015	10.8%	5,567,704	8.5%
<b>Total</b>	5,130,664	5,567,704	NIL	NIL	NIL

YTD: The Market visitor numbers finished the financial year 8.5% up on 2017-18. Each month was an increase on the previous year from 0.8% (July) to 15% (August).

MTD: May finished 11.7% up and June 10.8% up on the previous year.

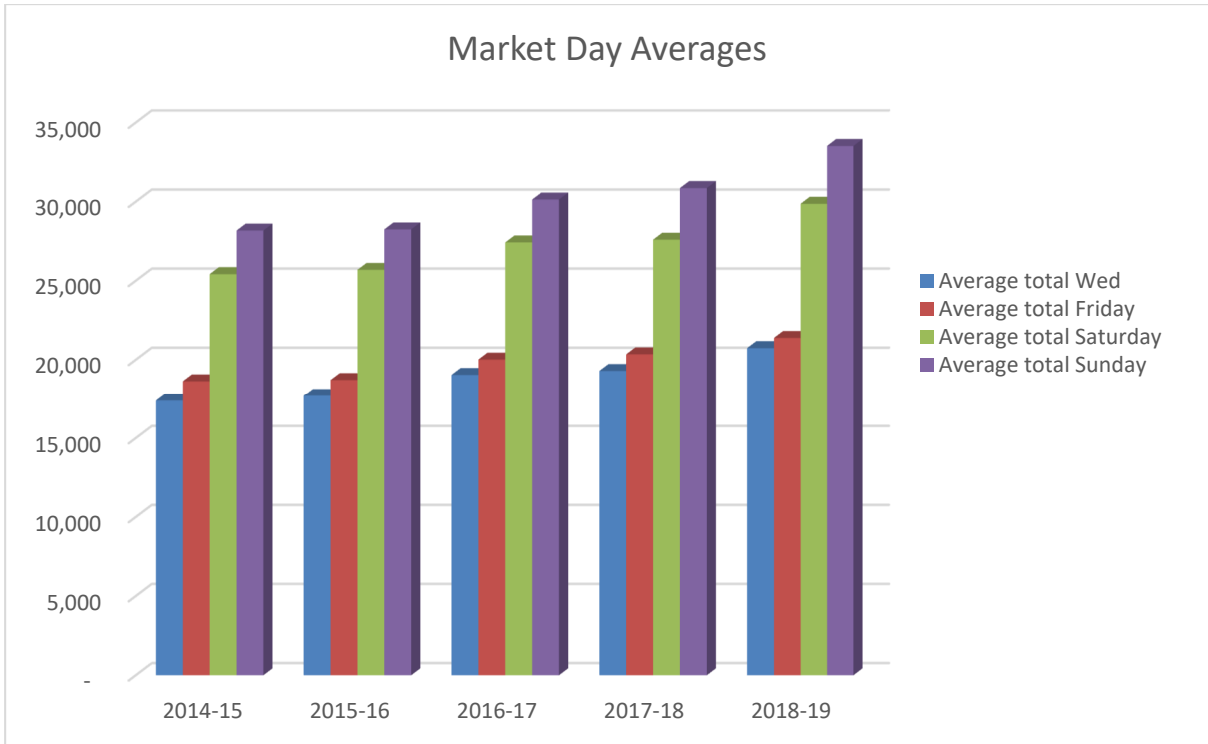


**Average Market Day Visitor Numbers:**

Average total	2017-18	2018-19	Inc '17-18 to '18-19	Inc '14-'19
<b>Wednesday</b>	19,292	20,741	7.5%	19.3%
<b>Friday</b>	20,349	21,387	5.1%	14.8%
<b>Saturday</b>	27,597	29,868	8.2%	17.5%
<b>Sunday</b>	30,862	33,522	8.6%	19.0%
<b>Total</b>	98,100	105,518	7.6%	17.7%

Sunday not only continues to be the busiest day, but the visitor numbers indicate that it had the strongest growth in 2018-19, up 8.6% on 2017-18. This was followed by Saturday (8.2%) and Wednesday (7.5%).

Wednesday and Sunday show the strongest growth since the 2014-15 data collection commenced, at 19.3 & 19% respectively.



## **4.2 Financial Performance**

**Purpose:** To inform the Committee about the Market's financial performance.

**Recommendation:** That the Committee note the finance report.

*Note: Due to timing of end of financial year reporting, the finance report will be distributed at the meeting*

## **4.3 Items for Noting**

### **4.3.1 Project Delivery Update**

**Purpose:** To provide the Committee with an update on project delivery at the Market

**Recommendation:** That the Committee note the project delivery update.

- Food hall heating
- Outdoor Food Hall (see 4.3.2)
- Car park roof solar panels

#### **4.3.2 Outdoor Foodhall Upgrade**

**Purpose:** To update the committee on the designs for the Outdoor Food hall

**Recommendation:** That the committee note the designs for the Outdoor Food hall.

*See presentation attached.*

## 4.4 Public Action Items

**Purpose:** To provide the Committee with an update on Actions from previous Committee meetings

**Recommendation:** That the Committee note the progress with the outstanding actions.

Item	Resolution/action	Due date	Status	Notes
187 April 2019: 5. Manager's Report	1. Market Management (MM) to provide cost of traffic study and a report on engagement with the study.	Jul-19	On Track	Presentation August-19 meeting
187 April 2019: Public question time	ACTION: MM to investigate the cost of purchasing scanned credit card details in order to gain a better insight into the breakdown of different customer types visiting the Market.	Jul-19	On Track	Please refer to update in confidential section.



## **5. South Melbourne Market Reports**

### **5.1 Items for Discussion**

NIL

## **6. Public Question Time**

## **7. Confidential Matters**

### **Recommendation:**

That in accordance with Section 77(2)(a) of the Local Government Act 1989 (as amended), the meeting be closed to members of the public in order to deal with the following matters, that are considered to be confidential in accordance with Section 89(2) of the Act, for the reasons indicated:

### **7.1 Confidential Items for noting**

The information in this report is considered to be confidential in accordance with the Local Government Act 1989 (as amended), as it relates to: (d) contractual matters; (f) legal advice; (h) any other matter which the Council or special committee considers would prejudice Council or any person; (g) matters affecting the security of Council or property.

### **7.2 Confidential Action Items**

The information in this report is considered to be confidential in accordance with the Local Government Act 1989 (as amended), as it relates to: (d) contractual matters; (f) legal advice; (h) any other matter which the Council or special committee considers would prejudice Council or any person.

### **7.3 Confidential Items for Discussion**

The information in this report is considered to be confidential in accordance with the Local Government Act 1989 (as amended), as it relates to: (d) contractual matters.

### **7.4 Confidential Items for Decision**

The information in this report is considered to be confidential in accordance with the Local Government Act 1989 (as amended), as it relates to: (d) contractual matters.