

SERVICE ASSESSMENT

Name of Service	St Kilda Esplanade Market
Type of Service	Discretionary
Service Details	Each Sunday, the Council coordinates a market where around 100 makers can sell unique products and services.
Actions Taken To Date	<p>Based on an assessment of risk at the time and that mass gathering provisions were not in existence until 16 March 2020, the Esplanade Market was held on 15 March 2020 with communications to traders and customers to take sensible precautions and to not attend the Market if they were feeling unwell.</p> <p>A meeting of the Esplanade Market Advisory Committee has been called for 17 March 2020 to seek feedback from the Committee on future options in light of the Government's Mass Gatherings Policy announcement.</p> <p>Officers on 18 March 2020 reviewed the status of other Markets, outside of food markets. Rose Street have indicated that they are open and all regular traders attending. Heide Market is also open. The Arts Centre Market is closed, Rocks Market in Sydney is closed. Awaiting feedback from Paddington Market in Sydney.</p>
Reason for Review	<p>The State Government has declared a State Emergency. As part of this declaration: -</p> <ol style="list-style-type: none"> 1. A person who owns, controls or operates premises in the State of Victoria must not allow a mass gathering to occur on the premises between noon on 16 March 2020 and midnight on 13 April 2020. 2. A person must not organise a mass gathering on premises in the State of Victoria between noon on 16 March 2020 and midnight on 13 April 2020. 3. A person must not attend a mass gathering on premises in the State of Victoria between noon on 16 March 2020 and midnight on 13 April 2020. 4. Premises has the same meaning as in s 3 of the <i>Public Health and Wellbeing Act 2008</i> (Vic). 5. A mass gathering is any gathering of five hundred (500) or more persons in a single undivided space at the same time, whether in an indoor or outdoor space, but does not include a gathering:

	<p>i. At a food market, supermarket, grocery store, retail store, shopping centre that is necessary for the normal business of those premises;</p> <p>On 18 March 2020, further restrictions have been applied to internal events.</p>
Risk Assessment	<p>People counts undertaken by an external provider on 23 February and 1 March 2020 indicate that there can be anywhere between 4,000-7,000 people in attendance over the course of seven hours (10am-5pm). In some parts of the day, attendance is greater than the 500 limit on mass gathering. The Market, is not a static event, is outdoors with dwell time under two hours (one hour 20 minutes in 2019, one hour and 23 minutes in 2020).</p> <p>COVID-19 spreads through close contact with an infected person. 'Close contact' is defined as greater than 15 minutes face-to-face or the sharing of a closed space for more than two hours.</p> <p>While noting the above, interstate and overseas visitors make up 45.3% of attendees at present, as measured on 23 February and 1 March 2020 (45.1% last year).</p>
Community Assessment	<p>There are risks with closing the Esplanade Market as it provides a valued community activity and source of retail goods in an outdoor environment.</p> <p>There are also risks in continuing to open the Market to the spread of COVID and vulnerable members of the community, particularly given the high proportion of those who are attending the market that indicate they are overseas or interstate visitors.</p>
Economic Assessment	<p>There would be a direct impact on the livelihoods of stallholders who frequent the Esplanade Market.</p> <p>The average spend per shopper is \$58.20 (\$57.74 in 2019) as measured on 23 February and 1 March 2020. When multiplied by our average number of shoppers, 5,684 (2,442 in 2019) this would equate to stallholders losing \$330,809 (\$141,001 in 2019) of income each Sunday.</p> <p>A special meeting of the Esplanade Market Committee was held on 17 March 2020 to seek views. The Committee were generally of the view that stallholders should still be able to trade if they wished but that this should not be compulsory. The view was that fees paid by traders should be credited should they choose not to trade during the State of Emergency. The Committee were also of the view that the Esplanade Market should follow a similar approach to the South Melbourne Market.</p>

Options	<p>Option One – Market to Continue Operating with a review each week to reassess risks and determine ongoing viability Provides the best opportunity to support the livelihoods of stallholders. However, the Council and those attending the Esplanade Market (including stallholders) may be perceived as being in breach of the State of Emergency declaration. This option would require the implementation of risk mitigation including consideration of the layout of the Market to ensure appropriate distancing between stallholders, removal of any activations that are likely to create opportunities for people to dwell for extended periods of time, and postponing 29 March Birthday celebrations for the Market until later in the year. Regular review would be required to reassess risks or changing operating environment, including considerations if key staff supporting the Market or stallholders were diagnosed with COVID.</p> <p>Option Two – Market to Cease Operating for the period of the State Emergency Would be difficult for stallholders. Provides the best opportunity to manage perceptions around the State declaration.</p> <p>Option Three – Look at alternate indoor venues on Fitzroy Street There could be an opportunity to utilise a vacant property on Fitzroy Street. This could provide up to 25-30 spaces per week for stallholders to continue to trade. This provides an opportunity to comply with the designated State of Emergency requirements, and some (albeit reduced) capacity for stallholders to trade. Attracting shoppers may prove challenging.</p>
Legal Liability / Obligations to Contractors or External Funders	<p>The Council issues an Esplanade Market Stallholder Casual Permit through Clause 21 – of the Local Law Number 1 (Community Amenity) and Procedures_and_Protocols_Manual.</p> <p>This permit enables the City of Port Phillip to revise this permit at any time.</p>
Budget Impact	<p>For every Sunday the St Kilda Esplanade Market closes, the financial loss to Council will be approximately \$7,000. Therefore, four weeks of closures will total \$28,000 due to stallholder income not received.</p> <p>Permanent Stallholders have already paid these fees. Council would need to consider its position in relation to this.</p>