

Contribution ID	Do you have any feedback on these outcomes?	How comfortable are you with this vision and mission for the South Melbourne Market?	Please briefly explain your answer.	How comfortable are you that these key initiatives will help the Market to enhance its popularity in the community?	Please briefly explain your answer.	How comfortable are you that these key initiatives will help the Market to build financial sustainability?	Please briefly explain your answer.	How comfortable are you that these key initiatives will help the Market curate a differentiated retail offer for the community?	Please briefly explain your answer.	How comfortable are you that these key initiatives will improve the Market as an asset?	Please briefly explain your answer.	How supportive overall are you of the draft South Melbourne Market Strategic Plan?	Do you have any other suggestions for improving the draft South Melbourne Market Strategic Plan 2021-2025?
26745	A leader in sustainability? My experience is always impacted by the amount of plastic packaging, for example.	Somewhat comfortable	This addresses my previous response! I guess I expect to see sustainability in the headline. Discomforting aspects: whether sustainability will address plastics, no specific mention of climate change action, no specific mention of indigenous cultural values.	Very comfortable	It would be great to see some positive environmental impacts, the electric vehicle charging stations are a great initiative.	Very comfortable		Very comfortable		Very comfortable		Sustainable procurement, particularly with regard to The Modern Slavery Act 2018. Initiatives for including indigenous businesses. Another information hub on the external perimeter of the market & perhaps Welcome committee "people" with highly visible t-shirts that can help customers with shop locations.	
26293	Agree with the above	Very comfortable	Rich tradition quintessentially the south Melbourne market with a positive diverse future. Mission 1, 2, 4, 5 and 6 agree with. Mission 3 and 4 are rather odd. A market trying to be a one-stop-shop is quite frankly a strange mission. To be a one-stop-shop means it becomes a supermarket.	Very comfortable	Digital technologies through social media and the offer for online orders	Neutral	How the improvements are funded I am not privy to so I can't comment	Somewhat comfortable	A diverse offering Capitalising entrepreneurial business	Somewhat comfortable	Acutely aware through Covid lock down the safety procedures to shoppers and business owners	4	Welcome committee "people" with highly visible t-shirts that can help customers with shop locations.
26528	All very broad 'motherhood' statements which appear to be more about PR/spin, rather than authentic aspirations.	Neutral		Somewhat comfortable		Somewhat comfortable		Somewhat comfortable	Agree with the need to support incubation businesses - these provide excitement and wonder to the shopping experience.	Neutral	Construction materials to be sustainable, ethically sourced	2	There appears to be no plan to improve the increasing traffic snarls entering/existing the roof top car park, or the poorly engineered roundabouts which are dangerous for pedestrians.
26603	An sustainability aspiration point is missing here	Very comfortable		Very comfortable		Very comfortable	Traders fees must be accessible to new and emerging retailers, not just successful high end legacy traders Reduce costs yes let's do that Cut office staff by 2/3 wages in the office would be the main contributor to the debt the market has attained Rent up by 4% + when the CPI is @ 1% and up again year after year What are we working to pay rent maybe get a living out of the business??	Very comfortable	Traders fees must be accessible to new and emerging retailers, not just successful high end legacy traders Reduce costs yes let's do that Cut office staff by 2/3 wages in the office would be the main contributor to the debt the market has attained Rent up by 4% + when the CPI is @ 1% and up again year after year What are we working to pay rent maybe get a living out of the business??	Neutral	Who do we speak to to get more information on the so called mix	4	Offer market as a community recycling hub where we can bring items to be recycled needed by businesses and incubators
26842	As long as the mix of different stalls continues To much food not enough general merchandise will kill the market	Somewhat comfortable	From what I'm seeing the market is working so far however a lot more needs to done on the stall mix	Somewhat comfortable	The sustainability of ecological development etc is great however as long as the impact on retailers is slowly implemented	Neutral		Neutral	Who do we speak to to get more information on the so called mix	Somewhat comfortable	Again where can we see this asset plan		Way more information needs to be forthcoming We're can we get a copy of business state-of-the-art Have you consulted stall holders on this I haven't been approached on this
27017	Being on board to grow together with the market community and move the business in line with the strategic plan.	Very comfortable	To meet and exceed customer expectations to keep them coming back and loving every moment of the market experience	Very comfortable	We have to be a step ahead and be the trendsetters in leading by example. Again it comes back to the customer experience which must be a positive experience. The world is more conscious about environmental impacts, therefore we must stand out and do our part so that we can stand out for our sustainability globally as well as locally.	Very comfortable	As part of the SMM we want to grow with the Market. We want to minimise costs where possible and we need to work as a team to achieve this	Very comfortable	As a business we are constantly looking to move forward and implement positive changes that will increase sales and create a positive customer service experience, therefore are will to try new things and progress with the market	Very comfortable	The Market should be a safe and comfortable experience that is convenient for all shoppers and traders and staff at all times.	5	
27212	Can the market aspire to be Profitable? Was there today and it was so busy. Couldn't even get in line for Dim Sims or Gozeme as the line was snaking up the street. Love the Free parking - especially on weekdays. Not sure why it's free on weekends. May be a good way to make some money. There was thousands of people and thousands of cars. Surely even at \$1 parking - we could charge a basic entry fee (a gold coin donation for parking just as a donation would be made to enter any other market. Coburg, Camberwell, etc	Very uncomfortable	1. It is safe and this area was the original of the inclusives. Not sure why this needs promotion? 2. Artisanal can be for the Esplanade Markets. Love the designer area - but also love the cheap and cheerful stores. A good balance is needed 3. Easy carparking would fill me with surprise and wonder. It's like a parking lot on the weekends. Encourage locals to shop on weekdays with the free parking 4. Good 5. I don't see the green initiatives. Would like the public to understand more what's happening there. Should have a cash for cans operation somewhere. 6. Would you consider opening it more days? Perhaps Thursday. 7. Saw in the budget that there is quite a few staff at the markets yet it doesn't turn a profit - is the market a business or a charity??? Would like to see more economic management of this asset. Rather than raising rates on residents - I would like to see more efficiency and profit from existing council assets and staff. All the stalls at the market have at least 6 plus staff on suggesting that it's busy enough and they are making the sales to support - so if the stalls are making money and it's at full capacity and stalls in high demand - why is it not a profitable business??? Or is it a charity and not to make a profit? shocked by this	Very uncomfortable	Community expects that the market will have produce and food at a reasonable price. It has that. It's busy - you guys just aren't making money from it which is concerning. Food is the biggest area of growth during Covid. Now is the time. If you can't make a profit now - you never will and best give the market to a company that understands this and just remain a land lord. As a business owner - you need to decide what your strengths are and how best to utilise the market best for the community. And how to make the most money also needs to be considered and balanced. Currently the balance is unbalanced. Treating the market like another council department is not a great business strategy. Show me a business plan to make money not just one to spend more.	Very uncomfortable	I don't think you guys are equipped to do this. Sounds great but I don't trust the council to run a proper business You guys are good at spending money - not making it (unless taking it from the rate payer at maximum percentage) If you increased efficiency's within the organisations, this would not be needed I am sick of paying rates that are then spent willy nilly - the council can't keep making mistakes and expecting the tax payer to pay for them. ENOUGH More of this marketing jargon, Financial sustainability for whom? At one stage Council floated the sad idea of making the market a Westfield type environment. Beware of making changes just to develop "new revenue".	Very uncomfortable	Stalls are hard to get as once someone is in - they rarely leave and when they do - the stand doesn't go to an application process - it seems to all stay internally. Who you know... I would like to see more information relating to 'what the mix framework is' The place is pretty busy so why fix something that's to broken	Very uncomfortable	free parking week days - paid on weekends at small rate \$1 some more regular pop up shops to give brands and locals the opportunity to flag their product - even for a short time.		
26532	Do have the focus on the local market aspect. Will there be 5M ppl in the local area in the near future.	Not really comfortable	What do mean by a one-stop-shop? Coles and Woolies also use that term, we don't need the market to become a "supermarket".	Not really comfortable	Let's beware of marketing jargon, the market is the people i.e. traders and customers hence avoid thinking in terms of brands. there seems to be a great opportunity for scope creep in this vision, with the risk of not all of it being good and therefore the opportunity to throw up all types of ideas under "our vision" it	Not really comfortable	reads privatisation and naming rights - its a no from me	Not really comfortable	More of the same here. What is needed is plain speaking. Not "New Speak". We do not need fast food conglomerates or super market giants in the market.	Not really comfortable	Will the "asset improvements" see the death of the little traders? Few things were ever future proofed, if any ever were.		Keep the locals involved, ask the traders and shoppers rather than rely on so-called consultant-experts.
26541	do not accommodate vendors that have multiple outlets outside of the market ie at big shopping centres. - to keep the uniqueness that is SMM	Somewhat comfortable	Please support traders that have supported the market. New and shiny is not always best	Neutral		Not really comfortable		Neutral		Neutral			
26886		Very comfortable	I agree the Market should be a safe vibrant place to shop fresh clean groceries and offer unique retail products and be environmentally responsible.	Very comfortable	I think the market is active in all the measures above.	Somewhat comfortable		Somewhat comfortable	I agree in theory but think in practice it can replicate what is on offer.	Somewhat comfortable		5	
26843		Very comfortable		Somewhat comfortable	This is all waffle. A low carbon footprint market with good food and good prices is all I want - not fancy cafes and french pastries	Somewhat comfortable		Somewhat comfortable		Somewhat comfortable			
26542	don't make it anymore hipster fancy expensive than you already have. The old market was fab - the new gentrified market is awful	Not really comfortable	All good providing you don't gentrify it anymore	Very uncomfortable		Not really comfortable	Do not make it so expensive that all the old stalls move - like the jeans shop	Very uncomfortable	THE MARKET EXISTS SOLELY TO SELL FRESH PRODUCE NOT FOR A CUSTOMER EXPERIENCE market variety is important as long as we keep the weekly grocer/bottleshop/key/repair/book/news agent/massage onsite as well. I also appreciate all the dining options	Neutral		2	STOP TURNING INTO A SHOPPING EXPERIENCE - IT'S A MARKET
26701	Fully supportive of desired outcomes	Very comfortable	Would love to see the market go 'single use plastic free' - great steps with banning plastic bags and plastic straws but can do more: no plastic takeaway and less plastic packaging on products. Totally agree with the focus on local and 'one stop shop' with a variety of shops available.	Very comfortable	I like the community focus, but understand that outside visitors also support more variety of offerings	Very comfortable	I want the market to be around forever and revenue supports that	Very comfortable		Somewhat comfortable	am a little unclear on this, but solid foundations are surely important	4	keep ongoing night and special festivals as part of the market offering Great to have the EV charging stations. Perhaps allowing for more as EV are taken up more in society, more solar panels and again some detail in the way of environmental targets.
26954	Glad to see focus on local & supporting local business.	Very comfortable		Somewhat comfortable	would like to see the clearly defined sustainability goals and how to achieve them to reduce environmental impact	Somewhat comfortable	focus on local over tourism (uncertainly with borders and travel)	Very comfortable	market research from regular customers and traders is great Rubbish! Retail mix framework? Pipeline proactive research? Incubation platform?	Very comfortable	Yes, future proofing to be sure the SM Market is maintained and sustainable.	4	Thanks
26730	Good	Very uncomfortable	I don't think 2 matches the stated outcomes nor other vision statements. Embrace local, be diverse but focus on delivering good quality, good value foods!	Not really comfortable	Sustainability and customer experience...not brand equity. While important to embrace tech can we outline specifically where and how this aligns to ensuring the market stays authentic	Very uncomfortable		Very uncomfortable	Main aim should be High quality good value food for	Very uncomfortable			Technology improvements sound good. Focus on quality good value food.
26735	Great outcomes to list. I'd suggest adding ethical traders to the list and those that provide alignment to supporting local (Melbourne) social procurement opportunities	Very comfortable	Very comfortable with the listed vision and mission	Somewhat comfortable	Looks good	Somewhat comfortable	Please ensure value for money for customers	Very comfortable	Should not do so at the expense of attracting good quality traders. Some upstarts might need support.	Somewhat comfortable	Please outline key area of concern and how this will fix them		
26582	I do not understand what "brand-aligned vendors and partners" means. I go to the market for good quality and reasonably priced fruit, vegetables, meat and fish and deli produce. Why don't the aspirations reflect these basic requirements?	Very comfortable		Very comfortable		Somewhat comfortable		Very comfortable	Looks good	Somewhat comfortable	Looks reasonable	4	Nothing further to add
26952	There is no mention of sustainability outcomes.	Not really comfortable	Numbers 2 and 3 don't reflect what I want from the market	Not really comfortable	I can't really comment on a brand strategy without knowing what it is.	Very uncomfortable	There is no guarantee that the basic services of good quality, reasonably priced produce will be retained.	Very uncomfortable	Suspicious that it does not guarantee basic services	Very uncomfortable	Once again hard to support when "The NEXT Project" is not explained	2	Writes a plan that relates to why people like myself and friends shop at the market. Specify what is to be changed and improved. Too many abstract notions. A strategic plan should not call for so many plans to be developed - it should be the plan.
26536	I find this plan outrageous - full of empty words with very little solid information about what it really means. It is the very worst of 'hyped' language that is used when you have nothing much to say. The draft report could mean complete change to the way the market is today or not change at all. I can't tell. When I can't understand something warning bells start to ring. First of all what is the 'problem' that this so-called strategy is meant to fix? from the few figures offered, the market appears to break even other than about \$ 1000 plus staff are happy - 90% and shoppers satisfaction is even more. So again what needs fixing? Is it a market - a place where you buy things - it is not necessary to have a 'joyful experience' I was looking forward to be able to say how much I enjoy the market and have done for 50 years (despite the gradual changes in the past 10 years that I find unclear)	Very uncomfortable	It is rubbish - consultant-speak empty words that could mean anything	Very uncomfortable	good grief - 'a curated experience' - really where do you find this old-fashioned, amateurish stuff. I read the draft [I'm closely looking for some substance but could find NOTHING. Do you people know anything at all about urban planning, quality of amenity, healthy environments and how to evaluate them?	Very uncomfortable	again this is rubbish - what do you mean my 'new revenue raising' opportunities - it could mean anything	Very uncomfortable	give me a break - more meaningless jargon. Whoever paid for this should be shot	Very uncomfortable	a high school student could do better than this. I am going to complain to the PP Council about this shocking waste of public funds to produce this rubbish	1	base it on a better understanding of whether or not there is a problem that needs fixing; give us some evidence of the problem and some evidence based options to address it. What a waste of time this is
26613	I hope they do not turn the market into a small shopping centre, rather than a source of fresh fruit, fish meat and veg.	Not really comfortable	see above	Very uncomfortable	all googlegook	Very uncomfortable	just meaningless words	Very uncomfortable	we like the market as it is	Very uncomfortable	they will change the purpose and ambience of the market	2	Leave well alone Moving forward after COVID is to be loyal to your locals. Melbourne is our local. Intestate is fabulous. Time to take our eyes of the International Traveller and their transient spending habits, which were fabulous for take away food, but not much else. Our local spend their dollar across all areas. Fresh Produce General Merchandise and Take Away Food. Let the vision not be lost to what is so precious to the Market, "The Local".
27037	I love that the plan is embracing the local community, and as I look through the statistics I can see that there are areas of Suburbs within the City of Port Phillip that can be growth areas.	Very comfortable	With my insight of the market, I think to to sustain your practice it is important to support these local artisans and retailers with financial support and cheaper rents, as to make money in this environment on a some what equal playing field as the food is unrealistic. What makes the market is a mix of interesting and quirky retail which generally comes from creative people putting it all on the line financially. Supporting this element, which is truly the difference when a customer comes to the market, they want that base of food and cool merchandise. But in order to support these boutique retailers there must be more support, with social media, advertising budgets and rent incentives.	Neutral		Neutral	What are the new revenue opportunities that are being proposed and how is work being minimised without costing the running of the market?	Not really comfortable	It was my experience that the mix at times was inconsistent in its narrative to the trader. Trader support was understood from a perspective of management, which is vastly different from being on the floor / owner. Having a Trader Committee reinstated would be a step to co creating the Market hand in hand, as only the traders know the customer so well, the life pulse of the Market.	Neutral	The Market is in need of some love, on a structural level. Having worked in Aisle B and the heat coming of the tin roof in Summer was physically uncomfortable. We are asking our customers for an experience that is visionary, however we need the foundations to be firm. Painting and freshening up some areas would make a vast change to the space. Spending money wisely.		
26698	No	Very comfortable		Not really comfortable		Not really comfortable	Sounds like a lot of money in consultants to edge out some traders. That I would say lend to the "quirky" you are after	Not really comfortable		Somewhat comfortable			- listen to your traders - take advantage of your repeat customers, create focus groups rather than expensive surveys of people who don't use the markets. - doesn't look like there is any ambition to improve customer satisfaction. The KPI is flat at 93% over 5 years. Looks like more appetite to attract new customers rather than keep existing ones.

<p>I love the market and have been weekly for two decades and seen a lot of change in that time. I really look forward to continued growth and thank you for the opportunity to be involved.</p> <p>My biggest concern is around sustainability of not only the market but of where and how the products are sourced.</p> <p>There should be a greater transparency around waste, resource usage (water, energy renewable or not etc).</p> <p>Where are products sourced? Is our environmental footprint less if we buy from the hills and back it up with data.</p> <p>I know you will be working with COPP on this but there needs to be total transparency around recordable metrics.</p>	<p>Not really comfortable</p>	<p>If one of your points is to be environmentally sustainable why are there no goals as KPIs? Maybe they are not set yet? When the goals are set will they be added to the KPIs?</p> <p>If you are doing Environmental Social and Governance (ESG) well, sing it from the hills and back it up with data.</p> <p>Past and current ESG performance needs to be reported so we can see what strategies are set for improvement and if they are effective. Then future data made public to show if the strategies are working.</p>	<p>Not really comfortable</p>	<p>Neutral</p>	<p>Getting more people through will increase revenue but decrease customer experience. I hope this is dealt with somehow.</p>	<p>Somewhat comfortable</p>	<p>I feel you have tried hard in this area in the past and have used an innovative approach.</p>	<p>I just hope sustainably and ESG is addressed in a transparent and recordable way with metrics the are held accountable through KPIs. Not only for the market but also for the individual stall holders.</p> <p>Are there minimum ESG standards for stall holders set and enforced by the market?</p> <p>I can't wait to see the market continue to grow as apart of our community!</p>
<p>I think these are positive aspirations but I hope the current unaffected and unpretentious atmosphere is maintained.</p> <p>I would like to see some indigenous stalls. More music and more late night opening, both in summer and winter.</p>	<p>Very comfortable</p> <p>Somewhat comfortable</p>	<p>I am particularly comfortable with points 3, 4 and 5. I also like the phrase 'authentic destination' because that's what I love about it now.</p> <p>See above</p>	<p>Neutral</p> <p>Very comfortable</p>	<p>Somewhat comfortable</p> <p>Somewhat comfortable</p>	<p>Neutral</p> <p>Somewhat comfortable</p>	<p>Neutral</p> <p>Neutral</p>	<p>Neutral</p> <p>Neutral</p>	<p>I do think that the market could be more of a social hub and destination if it had longer trading hours twice a week. In all seasons, the market could be alive with people shopping, eating, listening to live music, etc.</p>
<p>26650</p>	<p>Very comfortable</p>	<p>I want to ensure that small independent traders are welcome and can afford to keep their stalls and staff at the market... I want to ensure the market stalls offer a diverse range of food and goods that is reflective of the SMM community needs and wants. I want to ensure that market continues to offer fresh produce and affordable prices and that Council supports the market with reasonable rents, good facilities, ample parking and transportation and that the market continues for many decades to come. I'm appalled at some of the plans for Vic Market and hope Council do not fall into the same trap.</p>	<p>Neutral</p>	<p>Not really comfortable</p>	<p>I'd be keen to know the profitability of the market pre-covid... this projected revenue following 2021 looks positive but I'm concerned that profit will come before small stall holders and affordable rents....</p>	<p>Not really comfortable</p>	<p>trader satisfaction is only 90% - i'd like to see this higher and without the fluffy words - what does differentiated and changing retail landscape mean - people still need to buy fruit, veg, meat and fish... i may be old school but i want to shop in person for these items rather than on line...the atmosphere of a market is so much of the appeal.</p> <p>the market is a huge asset to the community, the small traders and the council with all the people that it draws in from near and far...it shouldn't have to generate a huge income for council but cover costs for car park improvement, facility maintenance (freezers, fridges, toilets, tables and seats)</p>	<p>I really dislike the pedestrian crossings on the surrounding roundabouts its awful for both foot traffic and vehicles. I also dislike the car park entry ramp location again you have to stop for pedestrian traffic and it doesn't allow for good traffic flow in/out. I think you need to move the ramp entirely from Coventry St to the other side of the market and access via York Street Carpark. Food Hall is completely insufficient and needs to be 3 times the size. There really isn't any online trading avail. Rod's Fruit are probably the only ones who do that successfully but what if you could shop from many different stall holders and have your order ready and waiting. Think the fruit and vegetables shops should be looking for more sustainable packaging. Not necessary to put small items into plastic containers surely there is something compostable out there.</p>
<p>26642</p> <p>26551</p>	<p>Somewhat comfortable</p> <p>Somewhat comfortable</p>	<p>I think this captures what makes the market such an important icon now and moves it into the future.</p>	<p>Somewhat comfortable</p> <p>Somewhat comfortable</p>	<p>Somewhat comfortable</p> <p>Somewhat comfortable</p>	<p>It's good that it's putting the customers and retailers, along with sustainability, at the core.</p> <p>It's important the market is economically viable and able to support the retailers.</p>	<p>Somewhat comfortable</p> <p>Somewhat comfortable</p>	<p>I like that the market currently has a strong focus on food and produce, however agree that other retailers should be included in the mix to increase the appeal and opportunities available.</p> <p>The traffic around the market, particularly on weekends, can be incredibly bad. It would be great if this could be a focus.</p>	<p>FYI You have missed the 25-34 year old age bracket in the next section. I fall in that group.</p>
<p>26559</p> <p>26605</p>	<p>Neutral</p> <p>Somewhat comfortable</p>	<p>I have been shopping at this market for 20+ years, I still visit the same traders that I have over that time and to date like the improvements that I have seen.</p>	<p>Neutral</p> <p>Somewhat comfortable</p>	<p>Neutral</p> <p>Neutral</p>	<p>Neutral</p> <p>Somewhat comfortable</p>	<p>Neutral</p> <p>Somewhat comfortable</p>	<p>Neutral</p> <p>Somewhat comfortable</p>	<p>Not really.</p> <p>4</p>
<p>27116</p> <p>It would be good to elaborate how these fit with the market being a community asset, not just a commercial endeavour. How does it fit into the broader landscape with the Coventry St shops, the tram line access and the local street access? How do we ensure that vehicles trying to access the market do not disproportionately impact local amenities?</p> <p>It's really good. As a big and regular shopper of the markets and as someone who owns a meditation and mindfulness studio (called Mirosona on Ross St) near by, SMM has been a part of my life and lifestyle for over 7 years.</p> <p>With its new evolution I'd love to see it incorporate wellness for its shoppers so people can visit not just for groceries and lunch but also a wellness session like a Mindful Stretch or Meditation.</p> <p>We host these classes (and more) on the daily and the local clientele love it and need it to maintain healthy balance in their lives.</p> <p>I really think there is great potential in us considering a partnership so that we can attract more people to the market, give them a new purpose for coming and position SMM as an innovative market that services their community more holistically.</p> <p>I would love to discuss this further if you are interested.</p> <p>Regards Sally Kellett 0405 725 607</p>	<p>Very comfortable</p> <p>Very comfortable</p> <p>Very comfortable</p>	<p>It is important that it remain accessible, both physically and financially (more Queen Vic, less Prahan).</p> <p>Love where it's going!</p> <p>Aligns with my beliefs</p>	<p>Somewhat comfortable</p> <p>Very comfortable</p> <p>Somewhat comfortable</p>	<p>Very good!</p> <p>Very good!</p>	<p>Neutral</p> <p>Somewhat comfortable</p> <p>Somewhat comfortable</p>	<p>Somewhat comfortable</p> <p>Somewhat comfortable</p> <p>Somewhat comfortable</p>	<p>I love the SoMe space - great place to showcase local goods and let small traders experience what having a stall may be like. Really adds to the local personality and flavour.</p> <p>Again, appears the market is being considered in isolation as a financial asset. There is huge demand from the local community for this space - make sure it is used wisely as a community value-generating asset, and not just commercial.</p>	<p>Include a positive and sustainable future local area access plan - there is great opportunity to influence the access via tram, walking and cycling, and thereby positively impact the local street environment. Currently the local street access and amenity is negatively impacted by the volume of vehicles circling looking for parking on market days. Please charge for parking and make signage more clear - this will make parking easier to access for those who really need it, and reduce unnecessary circling. Taking a broader perspective of the market as a feature of the local shopping area where there are many locals on foot, on bike and in prams will increase the positive impacts. The online offerings now make it very easy to get your bulky and heavy goods delivered, allowing more time to stroll around the markets for higher-end goods and the overall experience. Loved what you did with the Cecil St closures and Coventry St expanded footpaths - really made a difference to community amenity and made the markets feel less "jammed".</p> <p>To think outside the box on how you can provide services that speak to the needs of its community more holistically.</p>
<p>26297</p> <p>26596</p> <p>26584</p>	<p>Very comfortable</p> <p>Somewhat comfortable</p> <p>Very comfortable</p>	<p>Love where it's going!</p> <p>Aligns with my beliefs</p>	<p>Very comfortable</p> <p>Somewhat comfortable</p>	<p>Very good!</p>	<p>Somewhat comfortable</p> <p>Somewhat comfortable</p>	<p>Somewhat comfortable</p> <p>Somewhat comfortable</p>	<p>Somewhat comfortable</p> <p>Somewhat comfortable</p>	<p>To think outside the box on how you can provide services that speak to the needs of its community more holistically.</p>
<p>26744</p>	<p>Very comfortable</p>	<p>It's unclear from the plan which of these aspirations are already met, and which are not met at the current time and what the shortfall is. The plan feels good, but it lacks a true analysis of whether there is a problem to fix, other than profitability at the exit of Covid 19.</p>	<p>Somewhat comfortable</p>	<p>Very comfortable</p>	<p>Very comfortable</p>	<p>Very comfortable</p>	<p>Somewhat comfortable</p>	<p>This is very vague. It's unclear if this will include actual physical work to improve the market itself, the trader areas, and the facilities. This should be linked to brand image, as the market is looking tired in many areas.</p>
<p>26538</p>	<p>Somewhat comfortable</p>	<p>Artisanal is great as is organic but the market should retain its price driven offerings do that people are not forced to supermarkets for the basic fruit veg meat fish condiments. There should be a balance. A long time resident of south Melbourne recently told me he felt the market had become a "tofts" market. Do not forget the older generation whilst embracing the new.</p> <p>I'm guessing that what is written is what the vision will be extracted from not the actual vision because its too long, complicated and never would be able to be remembers.</p> <p>They're a good way forward.</p>	<p>Neutral</p> <p>Very comfortable</p> <p>Very comfortable</p>	<p>Embrace the future, remember your history</p>	<p>Very comfortable</p> <p>Businesses must be profitable</p>	<p>Somewhat comfortable</p>	<p>Neutral</p>	<p>It's a great product, new stall offerings are very interesting, but disappointing to see certain operators such as the used vinyl CD stall disappear and not be replaced with a similar offering. If the market could open one night a week it would be fantastic.</p>
<p>26533</p> <p>26529</p>	<p>Neutral</p> <p>Very comfortable</p>	<p>Meeting quality standards of differing types - cleanliness, hygiene, food quality, etc</p> <p>No, they're very good. But I/we prefer to shop there in person. Personally I prefer the full market experience so would not opt for online but I appreciate that post-Covid and for people with mobility or transport limitations it's an excellent addition and revenue stream. I'm reading trusted and brand aligned vendors as "names" I'm not after that in my market experience I prefer to buy from small vendors with great quality items for gifts or myself - I don't need a known name or business.</p>	<p>Neutral</p> <p>Very comfortable</p>	<p>Very comfortable</p> <p>Very comfortable</p>	<p>Very comfortable</p> <p>Very comfortable</p>	<p>Very comfortable</p> <p>Very comfortable</p>	<p>Very comfortable</p> <p>Very comfortable</p>	<p>I've loved the development of the market "brand?" in the last decade and really enjoy my experiences. I'm there at various times of day during the week and weekends. Always something happening and always can get what I want and of a high quality and fair price. Keep it up!</p>
<p>26560</p>	<p>Very comfortable</p>	<p>A one stop shop would be great, I still see it as not the place to get things I get from the supermarket (cleaning products, bathroom stuff eg toothpaste, shampoo etc without it being expensive). But all other dot points are perfect</p>	<p>Neutral</p>	<p>Neutral</p>	<p>I know the market has an excellent sustainability program already and other places including the home should aspire to that. As a market shopper I don't really understand the other points</p>	<p>Very comfortable</p>	<p>I've enjoyed the evolution of the SMM in the last fifteen or so years. And the rotation of the marketplace is terrific. The food court has also improved</p>	<p>Not my say as just a shopper but I've not felt unsafe or at risk moving around the place</p>

26832	Provide customers with range, quality and value. This is being achieved with the plethora of top quality offers presented really well, however the more traditional long standing stalls are also important as they create a true market atmosphere along with the grittiness, personality, customer relations built over many years, whilst also attracting enough custom to validate their existence.	Somewhat comfortable	Comfortable to the extent that change is gradual, more food offers restricted, artisanal offers in rare instances, possibly on a rotating basis, and e-commerce and click and collect is promoted. The market should continue to be a loved part of our community with that community feeling that other markets don't have - it should never become a commercial or tourist focus	Neutral	Very comfortable	Point 2 is obvious. Point 1 is a new multi-faceted model means varying rentals according to the type of business. High turnover food businesses logically would pay higher rentals as a natural consequence of retail custom the world over. Smaller niche type shops would pay less but as a collective force would still be contributing considerably, so I do support a multi-faceted approach, very much so. In this way diversity is almost guaranteed.	Somewhat comfortable	Point 1 is achievable providing traditional stalls are not reduced or even extinguished as they are very important to have the market concept alive and well. Point 2 I would proceed with slowly. Change is fine but too rapid change can upset an already working model. How do you create pipeline for new businesses without removing currently successful businesses.	Very comfortable	Point two is important. Point 3 I'm not sure you can future proof the market. A vision and design applied over zealously could destroy the market identity. Strong words but it's a fine balance, I would proceed with caution.	Maintain the traditional traders presence whilst still encouraging the new comers to be adventurous.		
27197	Range of choice shouldn't be at the sacrifice of existing retailers wanting to continue in the market space	Very comfortable		Neutral	Very comfortable	Without a sustainable financial plan there can be no overall plan	Somewhat comfortable	As long as existing retailers aren't driven out	Very comfortable		4		
26553	Retain its charm! It's one of the few places that I can't fault		Sounds like it wants to be everything. Lots of buzz words	Somewhat comfortable	Not really comfortable	If this comes at a cost to the current makeup of the restaurant then not a good idea. Existing traders need to be supported	Somewhat comfortable		Very uncomfortable	It's not needed. Focus on some of the other areas of Port Phillip in much need of revitalization	3		
26552	NO... all good.	Very comfortable	All aspects of this vision are important. All of this aspirations are appealing to me and make me excited about the market's future.	Very comfortable	Very comfortable	Yes, important that the market is not over-gentrified and 'white washed'. Always consider affordability and diversity	Very comfortable	All makes sense.	Very comfortable	SMM still has a good and homely feel. This needs to be maintained while compliance and safety issues are addressed.	5		
26548	Seems a lot of motherhood statements rather than a new clear way forward	Very comfortable	What's to disagree with?? General statements that are unlikely to offend but don't clearly indicate a way forward Locals love fresh local food and products	Very comfortable	Very comfortable	Again hard to disagree with any of this but the exact strategies to achieve this are unclear	Somewhat comfortable		Somewhat comfortable	But don't drown in audit and risk. Can constrain innovation			
26412	Priority parking as Ross mentioned	Very uncomfortable	Love the history We could have more emphasis on the history of the market and the importance of small businesses and the connections within the community	Very uncomfortable	Very uncomfortable	I see no reference to people with a Disability.	Very uncomfortable		Very uncomfortable	I do not see any reference to people with a disability.	No		
26547	Priority parking as Ross mentioned	Somewhat comfortable	I do not see any reference to those with any Disability. 'Accessible' is listed twice. Get rid of #6, because #1 means the same thing. And for #1, I wouldn't lead with the word 'safe' because we're not walking into a bank!	Somewhat comfortable	Somewhat comfortable		Somewhat comfortable		Somewhat comfortable				
26676	SMM has been doing some great work in relation to environmental sustainability (food waste to energy, banning plastic bags, etc), but there's so much more that the market could do to improve sustainability outcomes. To that list, you should add 'the greenest, zero-waste market in Australia'.	Neutral	Lead with 'accessible and inclusive'. I also think that 'being continuing to be environmentally and economically sustainable...' is playing it way too safe. You could be a leader in encouraging communities to buying local, reducing carbon footprints including through reduction of food waste and other waste eg. packaging. Now is not the time to be safe with respect to the environment. You have to continue encouraging people to change their consumption and waste habits. Please push harder!	Neutral	Very comfortable	South Melb Market is a community hub. I don't really see how these initiatives are community-focused. 'Putting the customer first' sounds like we're dealing with a bank again!	Not really comfortable Very comfortable	Those statements don't say anything of real substance. Sure you can do all those things, but how?	Somewhat comfortable Neutral	Sounds okay	Neutral Neutral	3 4	
26652	Take it back to its roots. It is in danger of becoming too "trendy" with too many expensive stalls catering for the tourists who visit on the weekends rather than those of us who live in the area and have used the market as our shopping centre for weekly food etc.	Very comfortable		Somewhat comfortable	Somewhat comfortable		Neutral		Neutral		4		
26568	The community should be able to contribute to decisions made about proposed changes to trader mixes.	Very comfortable		Very comfortable	Somewhat comfortable	If corporate sponsorship is to be sought and engaged, then it should be consistent with community expectations and not just sold to the highest bidding financial institution or similar.	Somewhat comfortable		Neutral		4		
26480											5		
26534		Somewhat comfortable	Range of types of stalls, not all stalls to be 'quirky' and 'experiential'. Normal down home vendors and shops that feel comfortable, even messy and ad hoc, with not everything being perfect and too upmarket and chichi	Somewhat comfortable	Somewhat comfortable	Brand equity? and aligning the brand? I am concerned that sounds like you want everything to be the same and of a type where there are 4 things on a shelf and it all costs \$200	Somewhat comfortable		Very comfortable		Neutral	4	
26534										There needs to be a focus on improving and increasing amenities within the market. Queues and ventilation for bathrooms, cleanliness, heating, cooling parking and pest control are all important issues that continue to fail us as a favourable shopping destination.	Neutral	5	
27145	The market is already successful in some of these outcomes but being accessible online is probably the most important after covid to future proof the market against recurring pandemics and other detrimental impacts. The one thing I do not see in the Plan is any attempt to define who its customers are, let alone understand their differing needs. This, to me, is SMM's biggest challenge. It currently serves a community that ranges from the poorest to the richest segments of Melbourne's population but it is losing, or may have already lost, many at the lower end of the socio-economic scale. If it is to continue to serve all segments (is it? We don't know from this document) it needs to recognise the challenge this presents and have plans that actively address their very different requirements	Somewhat comfortable	Licensing is a large part of delivering this vision and it might be something trader opinions/ideas and open consultations could contribute to going forward.	Very comfortable	Very comfortable	Technology is key - investment in this area will be crucial to ensure the market is relevant, reactive and in touch with the community as a whole.	Very comfortable	The market needs to be profitable - brainstorming new financial revenue streams other than increasing rent after a difficult year is a positive step forward and one which will further engage the community.	Very comfortable	By encouraging SMM businesses to collaborate it becomes a win-win rather than the historical negative competition between traders.	Neutral	5	
26575	The plan is great but I have noticed that the prices have increased so much in the past year. It is getting too expensive to do the weekly shopping there anymore. I wouldn't like it to become a market for tourists only.	Not really comfortable	As said before, the prices can't keep going up because the market is fancier, otherwise it will only be for visitor and not locals.	Somewhat comfortable	Somewhat comfortable	The Market has a pretty good brand already. While a Digital Technology Strategy will be important, the market experience is not a virtual one, so in my opinion it would not be necessary that, e.g., all traders have an online shopping presence. In sustainability terms, it would be great if consumers were able to return organic waste at the Market.	Neutral	Sounds nice but there is non information on how exactly you plan to achieve this.	Neutral	Isn't the retail offering currently differentiated? It seems to me that you are aiming to attract tourists rather than locals	Neutral	2	
26505	These are lovely and flowery words but don't really mean a lot.	Somewhat comfortable	"Local" must continue to include not just "locally produced" but provided for local residents, not all of which are able to afford "artisan".	Neutral	Neutral		Neutral		Neutral	There needs to be some differentiation between food and other retail businesses in explaining the 'Retail Mix' offer; currently everything looks lumped together, and the proposed Predict Plan looks like a structural tool for achieving the mix. Who decides the 'mix' anyway?	Neutral	2	
26484	These are too vague and qualitative. For example, how do you measure any of it?	Not really comfortable	Nothing is unique to the market itself. These are just qualitative statements that could equally apply to a local child care service, community op shop, social enterprise etc. Of course the Mission and vision is very acceptable - but as a regular shopper for my groceries, why not put that as the first point. I'd assume that this is its core business - providing fresh food? I'd start the list with what is currently point number 4, followed by number 5 (which ties in closely to the council's priorities). Points 2 and 3 are 'nice to have' and something to build on, but don't alienate the core group of shoppers who go there for their basic food requirements each week.	Neutral	Not really comfortable	I'm concerned that the 'Brand Strategy' is your leading point here. Surely the following three points are more important? People are so sick of 'brand' and 'marketing' being prioritised above actual 'on the ground' improvements.	Not really comfortable	This is just MBA speak... what do the people running the stalls at the market say they want regarding 'financial sustainability'?	Not really comfortable		Very comfortable	4	
27133	These are very reasonable, however I think you could be stronger and more direct in your language for these bullet points - especially the last one. Maybe 'aspire' isn't strong enough?	Somewhat comfortable		Somewhat comfortable	Very comfortable	Yes - efficiency is the key.	Very comfortable		Somewhat comfortable	Can you do something about the toilets too - they are not great and have needed upgrades for years.	4		
26637	Think that these are ok outcomes - how do you measure them? (KPIs etc)	Neutral	The vision is too long with too many boring cliches. What exactly are you trying to say!!!! Sum it up in no more than 8-10 words. Like the mission but its doesn't reflect the current market offerings - am yet to see quirky, experimental or truly creative. All I see is a smaller often more expensive version of the Vic Market.	Neutral	Neutral	What the hell has technology got to do with a market (apart from epos)? This is one of the main reasons I go there, to get away from technology!!! Nothing innovative in this - same old boring approach.....yawn!!!	Neutral	4. Add public toilets - if you already have them, then how about some decent signage so people can find them? I understand the importance of being financially sustainable and I support any creative way to do so. But we stall holders are afraid of any increase in our lease if the market is not able to obtain another ways of revenue	Neutral	Seriously how many more clothing stores can you fit into the market??? Yawn!!!! Where are the arts and crafts? Where is the unique food offerings eg tropical fruit & veg, any food that is different would be awesome. All the fruit and veg stores sell the same overpriced stuff! I can get cheaper at the supermarket - boring!!!! As for the meat - it is way cheaper at the VIC market.	Neutral	Extend your opening hours/days - then you wouldn't have everyone crammed in there on a weekend!!! This is the 21st century!!! Why does the market only open 4 days a week - is the board made up of doctors who think this is a normal work week??? Seriously common!!!	OMG - where is the innovation and creativity. This plan feels like it was downloaded from the internet. You couldn't get any more cliches and buzz words in this document if you tried.
26727	To me, they are important at the same level	Very comfortable	The market need to be a enjoyable experience. In order to do so all points above are important	Very comfortable	Very comfortable	I agree with all these points	Neutral		Very comfortable	Diversity and uniqueness are key for the success of the SMM	Very comfortable	5	
26577	We love the market and travel 42 km to get there.	Very uncomfortable	I relate to all 6 statements	Neutral	Neutral		Neutral		Very comfortable		Neutral	4	
26405		Very comfortable	I believe the market already achieves this.	Not really comfortable	Not really comfortable	Unsure what you are saying as description not in plain English,	Not really comfortable	See previous answer.	Not really comfortable		Not really comfortable	2	
26388		Somewhat comfortable		Neutral	Neutral		Neutral		Neutral		Neutral	1	
26387	N/A	Very uncomfortable	I love the market	Very comfortable	Very comfortable	I agree with all	Not really comfortable	It's unclear what that means? Sounds like mission drift? The market works beautifully now.	Very comfortable		Very comfortable	4	
26384		Very comfortable		Somewhat comfortable	Somewhat comfortable		Somewhat comfortable		Somewhat comfortable				
26704	We need to remain true to the word 'market'. The building does not have to be a South Melbourne Chadstone like metropolis, as primarily, its function is to provide a place of shopping for locals. After all, it is the locals who create the atmosphere of the thriving metropolis. Would not like to see any reduction of general merchandise numbers	Somewhat comfortable	Value is the number one criteria for any successful market. There is a lot of choice in the local neighbourhood for clothing, food, coffee shops, restaurants. Let's support the traders by keeping rents at a realistic level - after all, as soon as rents increase, prices increase, and all shoppers vote with their feet.	Somewhat comfortable	Neutral	Am wondering whether the traffic (especially the ridiculous roundabouts with pedestrian crossings) has been addressed, or will be addressed. I know a lot of people who avoid the area entirely on market days due to the frustration of driving near the market. There needs to be a better option. The stores in the Woolworths centre certainly have less traffic on market days.	Neutral	Number one priority needs to be looking after the traders - they in turn, look after the customers.	Not really comfortable		Neutral	3	
26732	Stalls to be unique to South Melbourne	Somewhat comfortable		Neutral	Somewhat comfortable		Somewhat comfortable		Neutral		Neutral	No	
26288	Yes an important part of community and community should not be sacrificed for tourism	Very uncomfortable		Very uncomfortable	Very comfortable	The market provides a range of essential services that may not be the highest revenue raisers. Would hate to see traditional stores disappearing for tourist driven tat.	Very comfortable		Very uncomfortable		Very uncomfortable	4	
26281		Very comfortable		Somewhat comfortable	Somewhat comfortable		Somewhat comfortable		Somewhat comfortable		Somewhat comfortable		