



13.1 SOUTH MELBOURNE MARKET ANNUAL REPORT

EXECUTIVE MEMBER: KYLIE BENNETTS, GENERAL MANAGER, CITY GROWTH AND ORGANISATIONAL CAPABILITY

PREPARED BY: ERIN QUIN, COORDINATOR LG KITCHEN

1. PURPOSE

1.1 To present the South Melbourne Market 2019/20 Annual Report to Council for adoption.

2. EXECUTIVE SUMMARY

2.1 It is a requirement of the South Melbourne Market Section 86 Charter that the Market submits an annual report to Council.

2.2 The Annual Report is a summary of the Market's activities and achievements for the 2019-20 financial year.

3. RECOMMENDATION

That Council:

3.1 Receives the Annual Report for the operation of the South Melbourne Market in 2019-20 (Attachment 1).

4. KEY POINTS/ISSUES

4.1 Highlights of the 2019-20 South Melbourne Market Annual Report include:

- 4.1.1 7,983 orders placed for our new Order & Collect service, provided in response to the COVID-19 pandemic.
- 4.1.2 76,000 attendees at the Port Phillip Mussel & Jazz Festival.
- 4.1.3 87% of Port Phillip residents think the Market is a significant benefit to them.
- 4.1.4 \$779,669 of rent relief provided by Council to support traders during COVID restrictions and closures.
- 4.1.5 Trader webinars: a series of online workshops were held to help our traders prepare for the "new normal".
- 4.1.6 11 new small businesses opened at the Market.
- 4.1.7 122,413 milk bottles diverted from landfill and 22,222 coffee cups recycled.

5. CONSULTATION AND STAKEHOLDERS

5.1 The Annual Report has been reviewed by the South Melbourne Market Committee.

6. LEGAL AND RISK IMPLICATIONS

6.1 Nil.

7. FINANCIAL IMPACT

7.1 Full financial details relating to the Market's activities during 2019/20, which have been prepared by the Market's Management Accountant at the City of Port Phillip, are contained within the Annual Report.

MEETING OF THE PORT PHILLIP CITY COUNCIL

16 SEPTEMBER 2020



8. ENVIRONMENTAL IMPACT

8.1 Full environmental details relating to the Market's activities during 2019/20 are contained within the Annual Report.

9. COMMUNITY IMPACT

9.1 In the 2020 Community Satisfaction Survey, 77% of Port Phillip residents had visited the Market in 2019-20, while 87% of the residents believe the Market to be a benefit to the community. Further details of the Market's community impact are contained within the Annual Report.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

10.1 The Market is aligned to the Council Plan and its six strategic directions for 2017-2027. Further details against each direction are outlined in the Annual Report.

11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

11.1.1 The Annual Report is a report on operations at South Melbourne Market for the 2019/20 financial year.

11.2 COMMUNICATION

11.2.1 The Annual Report will be published on the Market's website; a link to the report will be included in a trader newsletter and the Market's e-newsletter (55,000 subscribers).

12. OFFICER DIRECT OR INDIRECT INTEREST

12.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.

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ATTACHMENTS 1. South Melbourne Market 2019-20 Annual Report