



12.3 SOUTH MELBOURNE MARKET ANNUAL REPORT 2020 - 21

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

PREPARED BY: ERIN QUIN, COORDINATOR CUSTOMER EXPERIENCE AND BUSINESS SUPPORT

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1. PURPOSE

1.1 To endorse the South Melbourne Market Annual Report 2020-21.

2. EXECUTIVE SUMMARY

2.1 The South Melbourne Market Special Advisory Committee (SMM Committee) is required to submit an Annual Report to Council each year on the operation and performance of the Market.

2.2 The South Melbourne Market Annual Report 2020-21 (Annual Report) was approved by the Committee at a meeting on Thursday 7 October 2021.

3. RECOMMENDATION

That Council:

3.1 Endorses the South Melbourne Market Annual Report 2020 – 21 (Attachment 1).

3.2 Authorises the Chief Executive Officer to make any minor editorial changes required to publish the Annual Report.

4. KEY POINTS/ISSUES

4.1 The Annual Report (Attachment 1) provides a comprehensive record of Market's operation and performance for the last financial year.

4.2 The Annual Report details the Market's achievements in the core areas and functions of the Market: traders, customers, marketing, events and activations, community connection, environmental sustainability, asset management, risk and safety, strategy and financial management.

4.3 The Annual Report details the Market's achievement of the strategic priorities identified the South Melbourne Market 2015 - 20 Strategic Plan; the key strategic priorities of the new 2021 – 25 Strategic Plan will be reported on in future Annual Reports.

5. CONSULTATION AND STAKEHOLDERS

5.1 The information in the report was provided by staff in each of the Market's key service areas: Brand and Strategy, Asset Development and Operations, Retail and Business Development and the Executive Director.

5.2 The audited financial statements included in the report were provided by the Market's City of Port Phillip Management Accountant.

5.3 A draft of the report was provided to the South Melbourne Market Special Advisory Committee for review and feedback.



5.4 The final draft of the Annual Report was approved by the Committee at the 7 October 2021 Committee meeting.

6. LEGAL AND RISK IMPLICATIONS

6.1 The South Melbourne Market Special Advisory Committee is required to submit an Annual Report to Council.

7. FINANCIAL IMPACT

7.1 A financial report is included in the attached Annual Report.

8. ENVIRONMENTAL IMPACT

8.1 The Market's environmental sustainability achievements are outlined in the attached Annual Report.

9. COMMUNITY IMPACT

9.1 The South Melbourne Market Annual Report provides the community and Market traders with a comprehensive and transparent record of the Market's operation and performance.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

10.1 The Council Plan 2021-31 plan identifies investment in the Market as one of the key initiatives required to deliver the *Vibrant Port Phillip* Strategic Direction.

11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

11.1.1 The Annual Report will be published following Council endorsement.

11.2 COMMUNICATION

11.2.1 The Annual Report will be published on the South Melbourne Market website.

11.2.2 The Annual Report will be shared with the Market traders and community via the Market's e-newsletters.

12. OFFICER DIRECT OR INDIRECT INTEREST

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

ATTACHMENTS

1. South Melbourne Market Annual Report 2020-21