



**COMMUNITY CONSULTATION  
PHASE 1**

**RESULTS**

***SOUTH MELBOURNE MARKET  
STRATEGIC PLAN 2021-2025***



## Engagement Approach

The consultation was hosted on Council's Have Your Say online engagement portal from 19 January to 8 February 2021. Feedback was channelled primarily through an online survey seeking feedback on the draft strategic priorities to help inform the South Melbourne Market draft strategic plan.

The consultation was predominately promoted through the Council and the Market's online channels. The Market traders were also surveyed and provided their feedback on the draft strategic priorities.

During this round of consultation, we heard from 178 community members.

## Summary

Survey responses indicated that community and traders overwhelmingly supported the strategic direction the Market has outlined in the draft Strategic Plan. Survey responses regarding draft strategic priorities indicate broad support overall, with support for the draft strategic priorities between 53 to 89 per cent.

Ninety-seven per cent of respondents indicated that the Market brings value to the community.

The least supported strategic priority was Strategic priority 3: *A financially sustainable and viable Market that does not need to rely on Council funding*. Some community members understood this could mean increased costs of goods leading in inaccessible pricing; privatisation of the Market; and the Council not supporting it financially and were not supportive of this. However, it was clear that the community love the Market and are happy for it to continue to be somewhat supported by Council.

Strategic priority 6: *Reviewing and implementing environmental sustainability initiatives* – whilst receiving the greatest indication of support, it was determined by the South Melbourne Market Committee that sustainability should be incorporated into the strategic priority 'Enhance the South Melbourne Market Brand' as part of this overall direction. This will ensure that sustainability is considered across the many business functions at the Market and is aligned to the Market's brand promise.

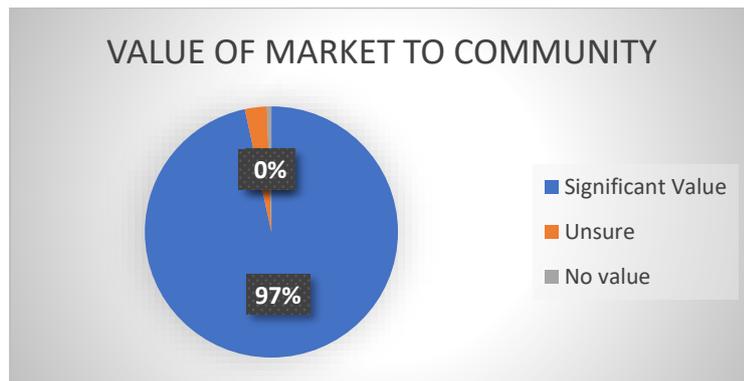
Strategic priority 5: *Utilising technology to expand the Market experience beyond the physical site* - was broadly supported however, based on some of the feedback from the traders and stakeholders we have incorporated this into the strategic priority 'Enhance the South Melbourne Market Brand' as part of its overall direction which will feed into the Market's brand strategy.



## Survey

### **Value of the Market**

Survey respondents were asked how much value they think the South Melbourne Market brings to the local community. Ninety-seven per cent of respondents indicated that the Market brings value to the community.



### **Draft strategic priorities and outcomes**

#### **Strategic priority 1: Enhance the SMM Brand**

Retaining and improving the value of the Market for the community. We will conduct ongoing research to continually understand perceptions of the Market, including its value and the benefit it provides to the community. This will support the Market in continuing to make decisions around Market improvements, while ensuring it remains a valuable asset to the community.

#### **Strategic priority 2: Improve and futureproof the SMM asset**

Ensuring the Market infrastructure is safe, the Market is fully accessible to the whole community and visitors have an enjoyable visit. The Market is a safe venue, comfortable to move around, accessible for the whole community and a productive and prosperous location for the traders. The Market has more green public space for the community to enjoy.

#### **Strategic priority 3: Ensure the Market is financially sustainable**

A financially sustainable and viable Market that does not need to rely on Council funding. The Market is operating profitably and reinvesting profit back into the asset in order to remain a thriving marketplace.

#### **Strategic priority 4: Developing and building on the Market's differentiated retail offer**

The mix of retail offering in the Market. The Market will be home to a diverse, accessible and exciting retail mix of fresh produce, other food and non-food stalls that will differ from any other retail environment and give the community a reason to visit more often.



**Strategic priority 5: Embracing digital technology and developing a strategy to support future growth**

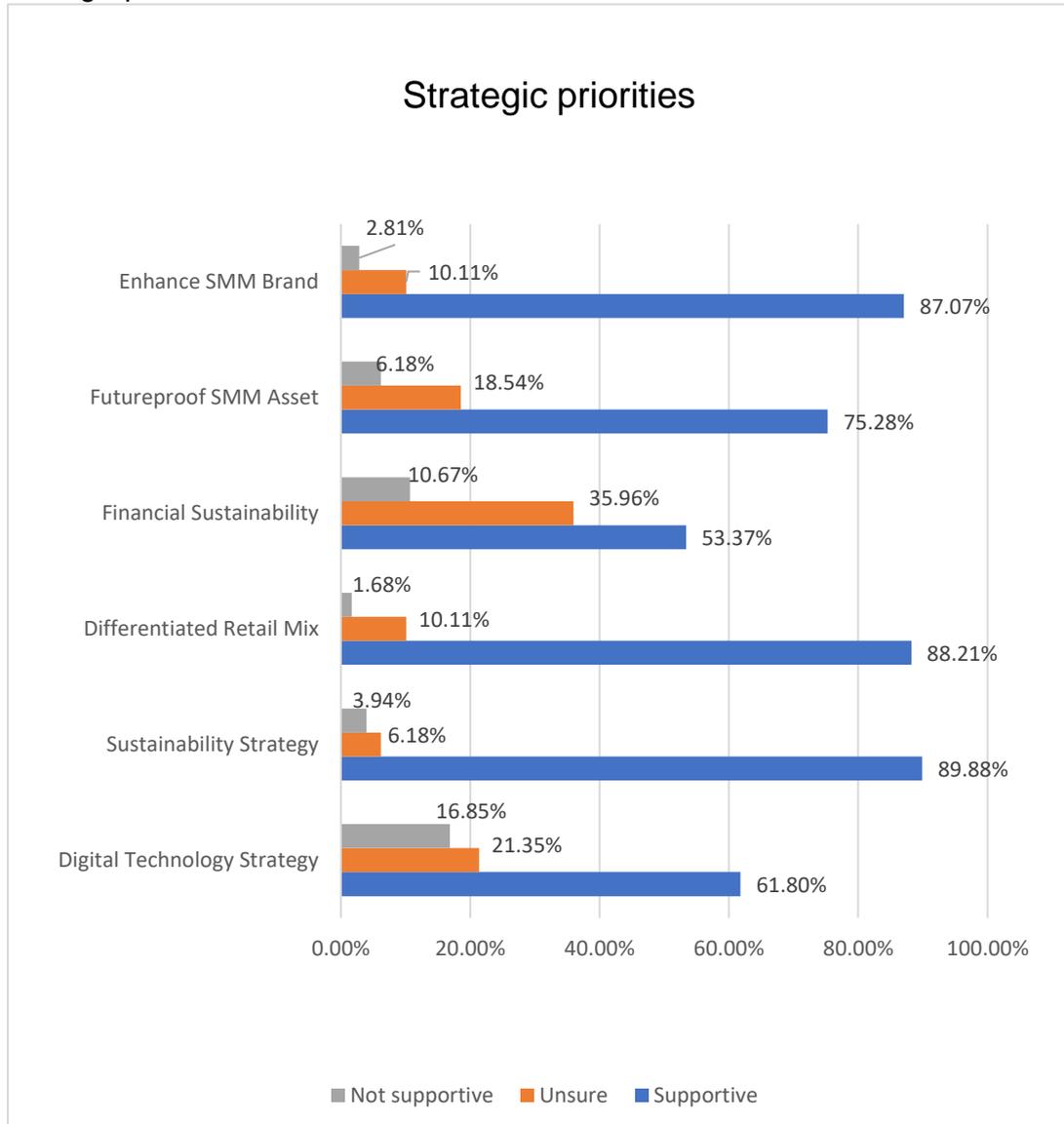
Utilising technology to expand the Market experience beyond the physical site. We will implement digital technology solutions to support growth across all aspects of the business including e-commerce, websites, research and improved customer communications and research. Local and international customers will be able to easily engage with and access the Market’s stories, experiences and products.

**Strategic priority 6: Develop a Sustainability Strategy**

Reviewing and implementing environmental sustainability initiatives. We will continue to implement sustainability initiatives to reduce the Market's environmental impact.

**Survey responses on draft strategic priorities**

Survey respondents were asked to indicate how supportive/ not supportive of the draft strategic priorities.





### **Strategic priority 1: Enhancing the South Melbourne Market Brand**

Eighty-seven percent indicated support for this strategic priority, while 2 per cent indicated no support and ten per cent were unsure.

### **Strategic priority 2: Ensuring the Market infrastructure is safe, the Market is fully accessible to the whole community and visitors have an enjoyable visit.**

Seventy-five per cent indicated they were in support of this strategic priority, while six percent indicated no support and 18 per cent were unsure.

### **Strategic priority 3: A financially sustainable and viable Market that does not need to rely on Council funding.**

Fifty-three per cent indicated they were in support of this strategic priority, while 10 per cent were not in support and 35 per cent were unsure.

### **Strategic priority 4: The mix of retail offering in the Market**

Eighty-eight per cent indicated they were in support of this strategic priority, while one per cent were not supportive and 10 per cent were unsure.

### **Strategic priority 5: Utilising technology to expand the Market experience beyond the physical site**

Sixty-one per cent indicated they were in support of this strategic, while 16 per cent were not supportive and 21 per cent were unsure.

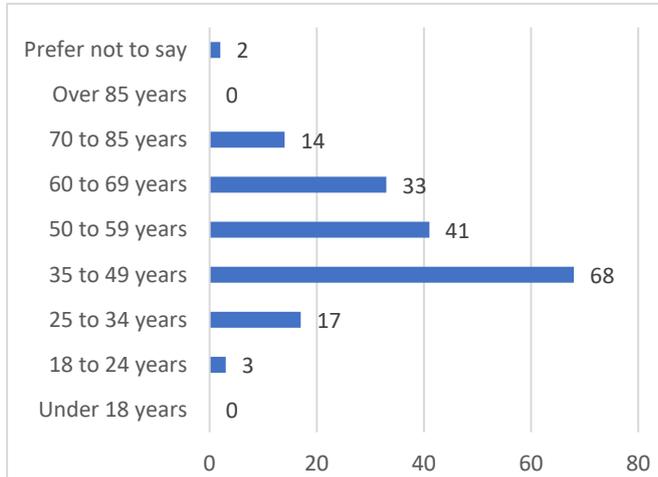
### **Strategic priority 6: Reviewing and implementing environmental sustainability initiatives**

Eighty-nine per cent indicated they were in support of this strategic priority, while three per cent were not supportive and six per cent were unsure.



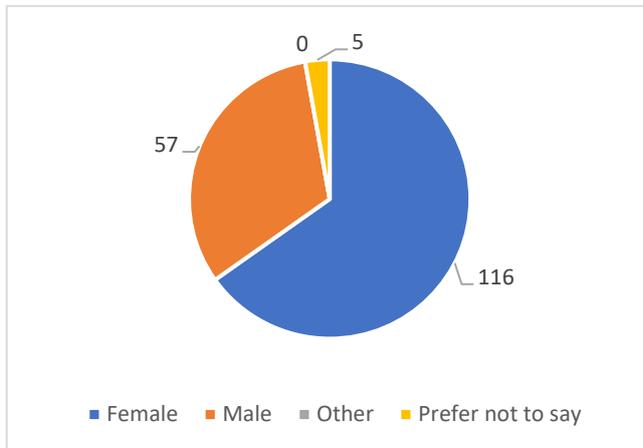
## Survey respondent demographic data

Please indicate your age range



Under 18 years	0
18 to 24 years	3
25 to 34 years	17
35 to 49 years	68
50 to 59 years	41
60 to 69 years	33
70 to 85 years	14
Over 85 years	0
Prefer not to say	2

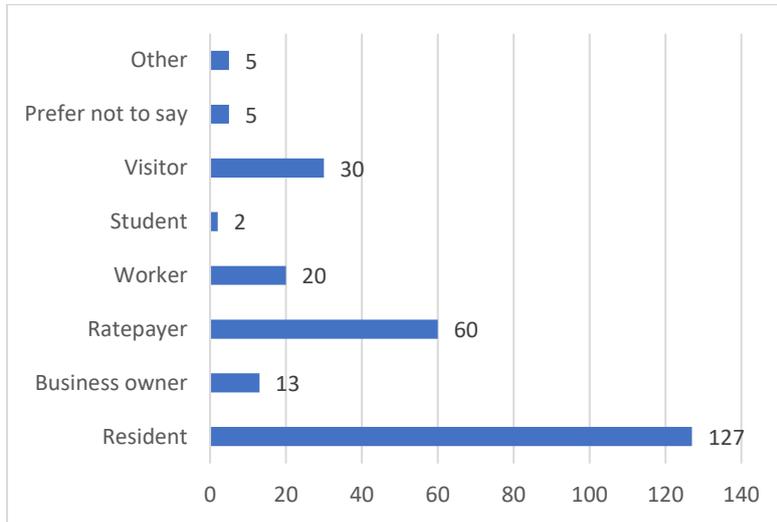
Which gender do you identify with?



Female	116
Male	57
Other	0
Prefer not to say	5

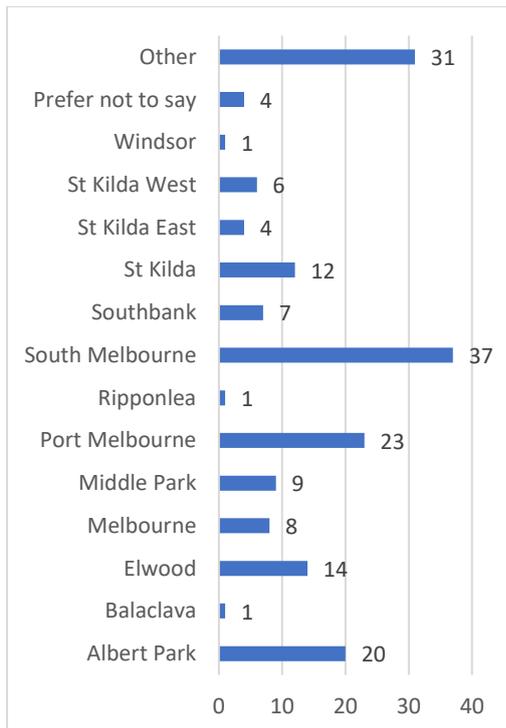


### What is your connection to Port Phillip?



<b>Resident</b>	127
<b>Business owner</b>	13
<b>Ratepayer</b>	60
<b>Worker</b>	20
<b>Student</b>	2
<b>Visitor</b>	30
<b>Prefer not to say</b>	5
<b>Other</b>	5

### What is your residential suburb?



<b>Albert Park</b>	20
<b>Balaclava</b>	1
<b>Elwood</b>	14
<b>Melbourne</b>	8
<b>Middle Park</b>	9
<b>Port Melbourne</b>	23
<b>Ripponlea</b>	1
<b>South Melbourne</b>	37
<b>Southbank</b>	7
<b>St Kilda</b>	12
<b>St Kilda East</b>	4
<b>St Kilda West</b>	6
<b>Windsor</b>	1
<b>Prefer not to say</b>	4
<b>Other</b>	31