



ATTACHMENT 2

COMMUNITY CONSULTATION RESULTS

SMM STRATEGIC PLAN 2021-2025



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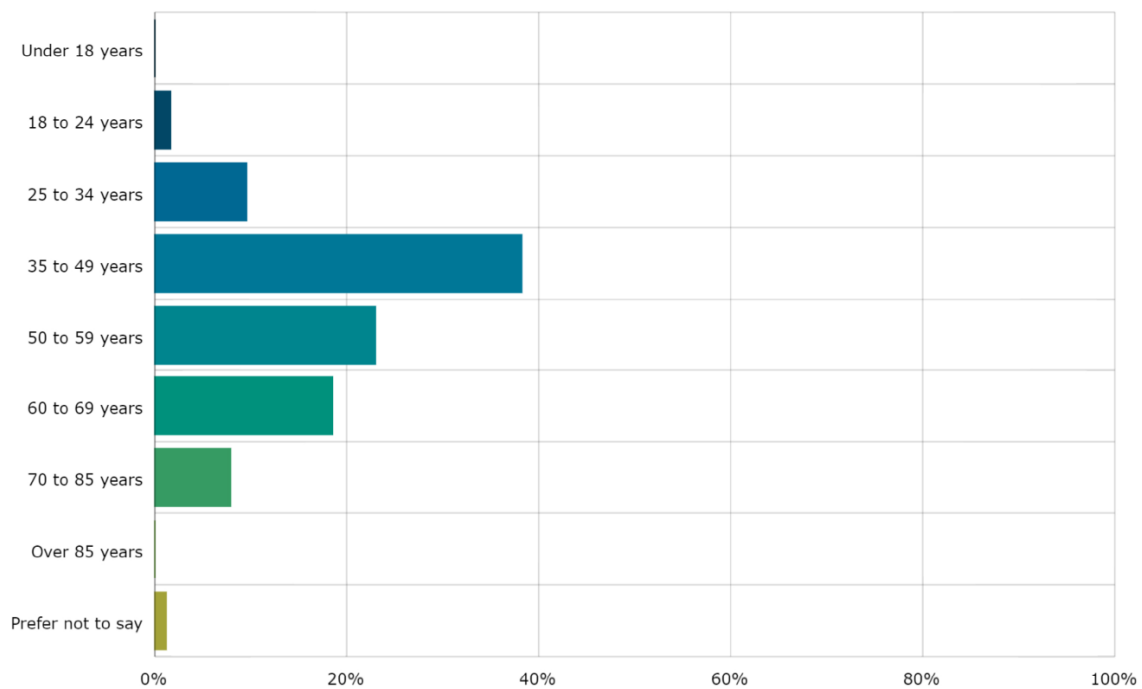
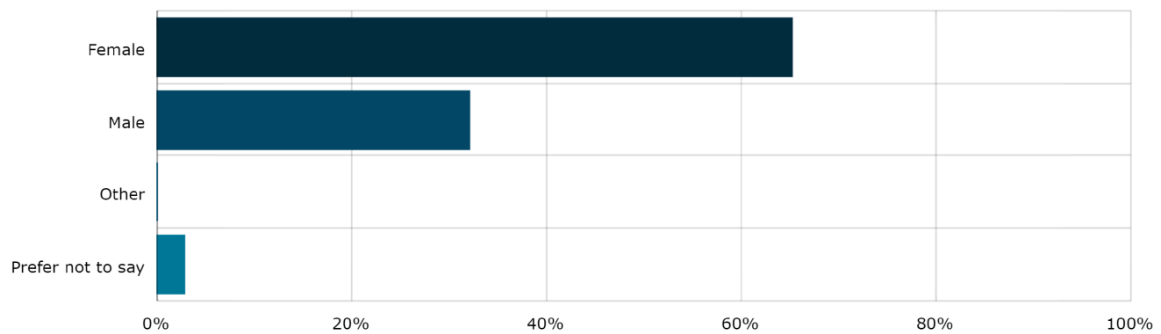
Tue 19 Jan – Mon 8 Feb 2021

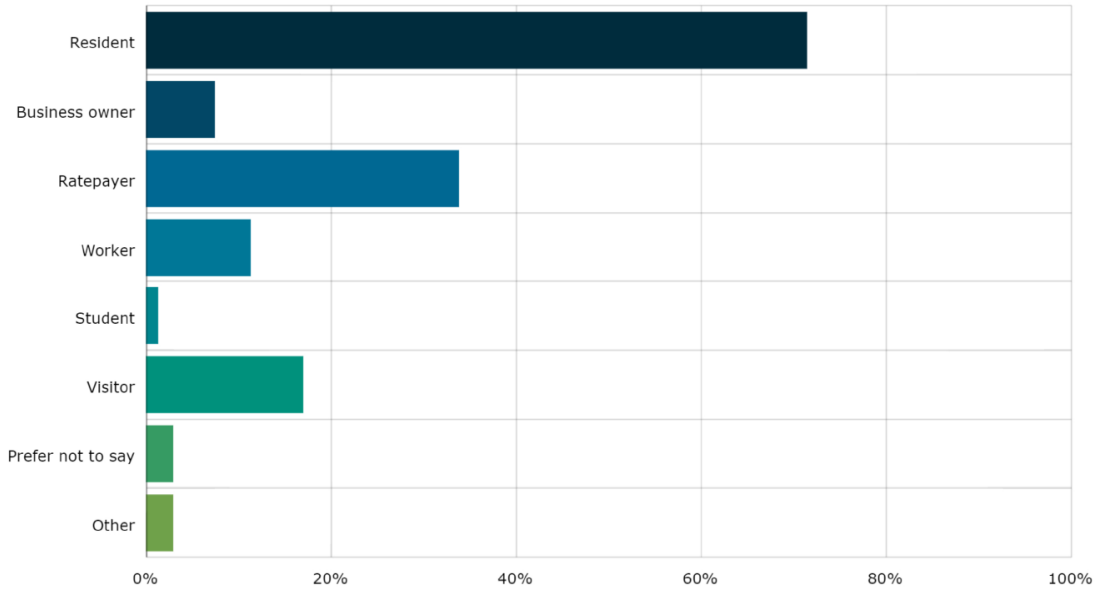
Have Your Say is the CoPP community engagement platform and was used to survey the Community on the key strategic outcomes in the Strategic Plan 2021-2025.

The SMM Traders were also surveyed and their results are also shown below.

178 responses were received by the community and 31 responses were received from the Market traders.

Community Demographic:

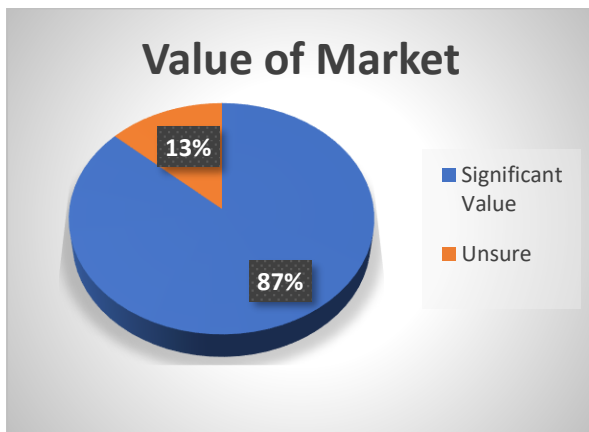




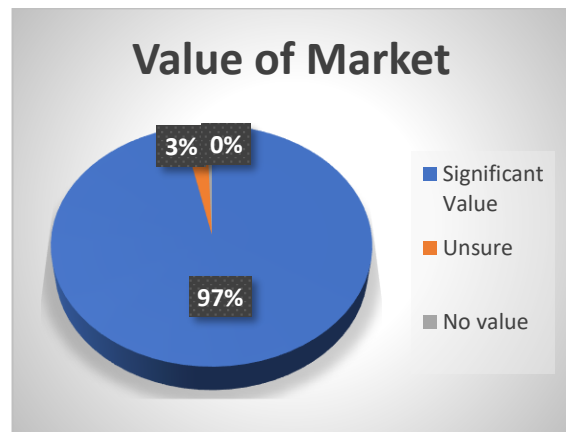
Survey Results:

How much value do you think the South Melbourne Market brings to the local community?

Traders:



Community:



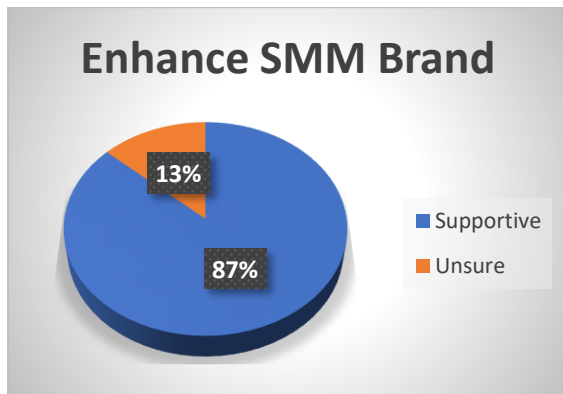
Most respondents think that the Market brings significant value to the community.



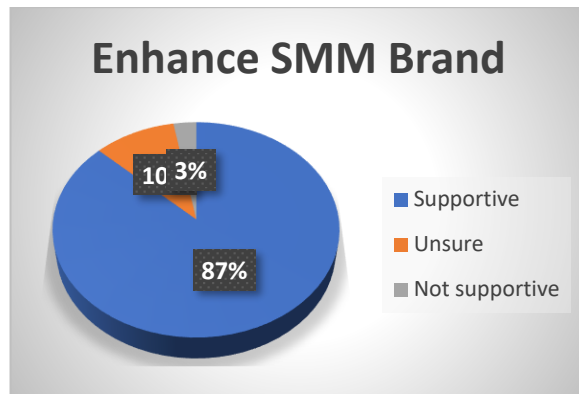
Strategic priority 1: Enhance the SMM Brand

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. How supportive are you of this?

Traders:



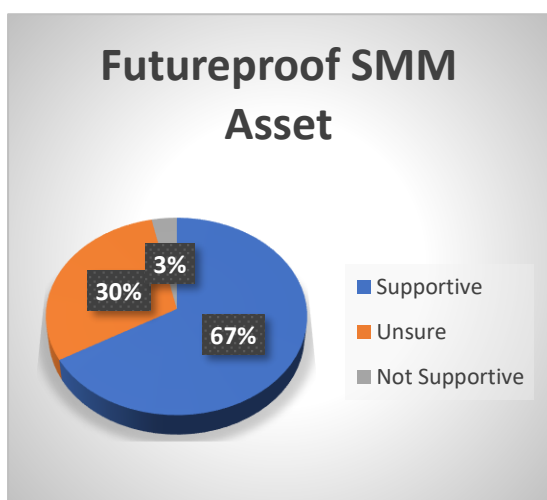
Community:



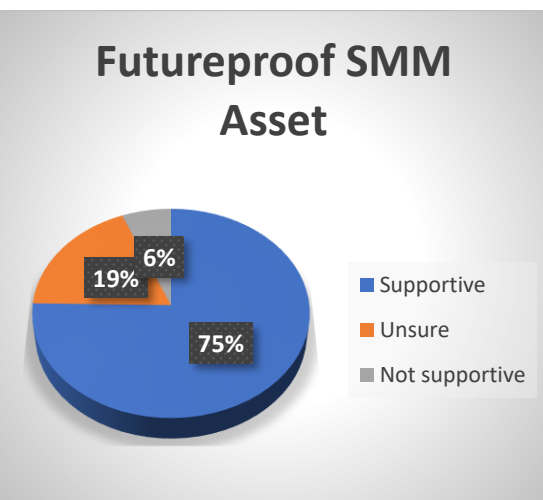
Strategic priority 2: Improve and futureproof the SMM asset

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. How supportive are you of this?

Traders:



Community:



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. How supportive are you of this?

Traders*:

Community:



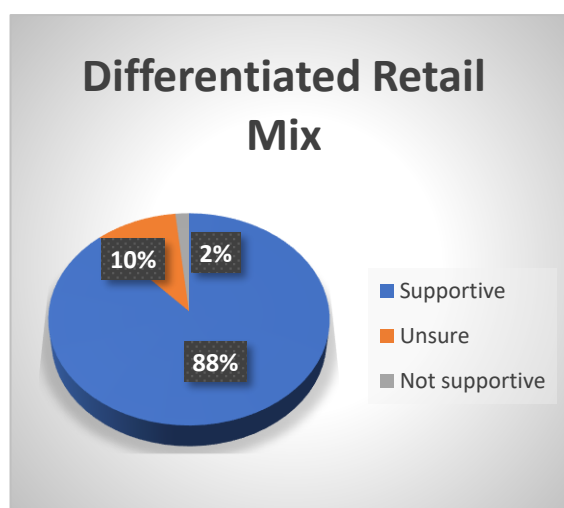
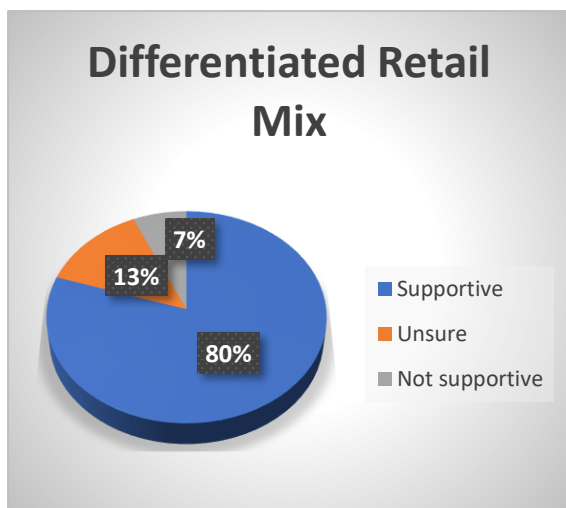
* A lot of traders understood this to mean increased rent and were not supportive of becoming financially sustainable as a business at their expense.

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. How supportive are you of this?

Traders:

Community:



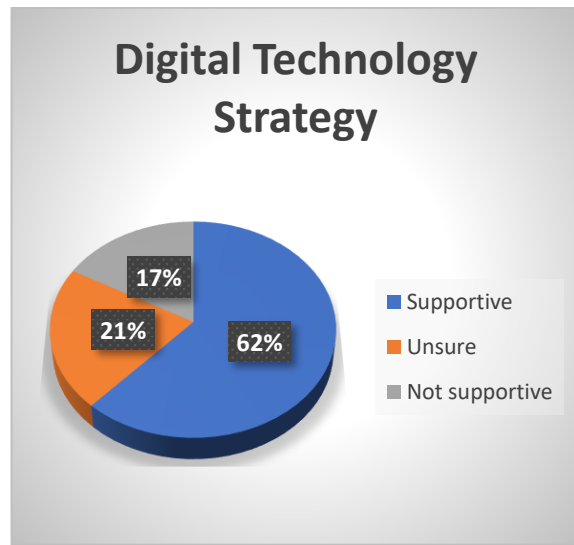
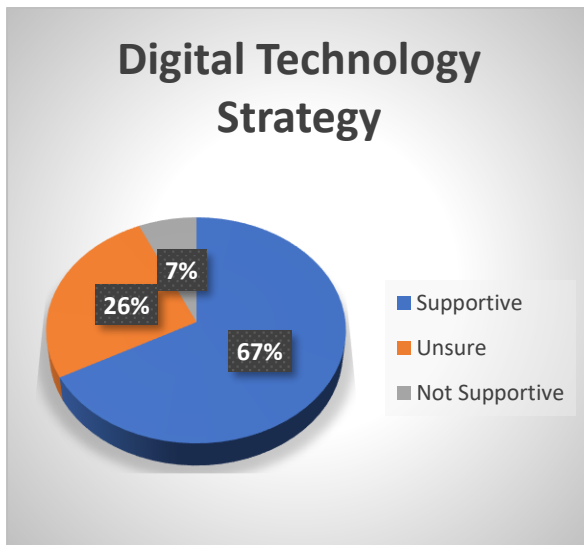


Strategic priority 5: Embracing digital technology and developing a strategy to support future growth

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. How supportive are you of this?

Traders:

Community



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. How supportive are you of this?

Traders:

Community:





Summary:

The research shows that the community and traders overwhelmingly support the strategic direction the Market has outlined in the Strategic Plan.

The least supported strategic priority was the financial sustainability of the Market. Many traders believe this to mean increased rent and reduced support from Council and they were not supportive of this. 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. It was clear that the community love the Market and are happy for it to continue to be somewhat supported by Council. Messaging around this strategic priority will be important to ensure traders and the community understand what this means for everyone.

The Digital Technology Strategy was supported however based on some of the feedback from the traders and stakeholders we have changed this from being a standalone strategic priority and have incorporated it into 'Enhance the SMM Brand' as part of this overall direction.

The Have Your Say page will soon be updated with high level survey findings and we will include a link to the Market's Strategic Plan when it is endorsed.