

Rotary



**Albury
Wodonga
Community
Market**



Market Moves

Date: Sept 2017

Thank you for being a stallholder at the Albury Wodonga Rotary Community Market.

As you are probably well aware the market will relocate in the foreseeable future to a new site at the near complete multi- level carpark in Kiewa Street just a few hundred metres south of Dean Street Central Albury.

This will be an exciting time in the markets history.

When will that be?

It is anticipated that the move will be made within one or two weeks of the builders completing construction and handing the site over to Albury City Council. Nothing can be done by Rotary until we can access the site. The builder says they will be finished by the end of October. At this stage that is not definite. The Rotary clubs would like to be operating on the site at least 4-6 weeks prior to Christmas.

The current Rotary Market is a joint venture of the Rotary Clubs of Albury North and Belvoir Wodonga. Prior to 1996 the two clubs ran separate markets on alternate weekends in North Albury and Wodonga. Since 1996 the market has been operated as joint venture where it was held at the "Tax Office carpark" Townsend Street Albury. About 5 years ago after that site was closed due to redevelopment of the site the market has traded every week at the Wilson Street Carpark Albury

The Wilson Street site while creating the opportunity for the market to continue has proved to be less than ideal. Having to function on two levels with limitations of access and egress, poor street visibility and close proximity of residential accommodation means the operation has been somewhat constrained.

The new site should eliminate many of those constraints.

Aside from the fact that Rotary Market has been operated by both Belvoir Wodonga and Albury North Rotary Clubs either separately or more recently as a joint market for over 40 years it has raised millions of dollars for local regional, national and international charities. We want to make sure that continues.

While there seems to have been some critics of the market (particularly since being at Wilson Street) please be aware that the Community Market Management Group not only intends to make sure that the Rotary Community Market continues as major weekly fundraising event but that it grows and

becomes more successful. With the move to Kiewa Street in sight it is planned to develop the market as an iconic regional market, as a tourist attraction and a place for social engagement and interaction.

Lots of improvements are to be implemented immediately and the benefits will flow on as we move the market to the new site.

The benefits of the relocation include:

1. The stalls will all be on the one level at ground level.
2. Additional lighting is to be installed
- 3 There will be more powered sites
4. There will be a range of undercover and outside sites
- 5 Improved car parking.

Aside from street parking in Kiewa Street some ground level parking will be available at the rear of the site. There will also be two floors of parking above the new market. Vehicle access and egress will be such that there should be little or no conflict between cars and pedestrians.

Additionally we are actively working on a number of activities to increase the number of potential customers through the gate.

Major activities include:

1. Providing “entertainment” at the market (You will have seen some evidence of this already at recent markets)
2. Enticing new stall holders to join our market to broaden the current offering, but do not compete directly with existing stallholders
3. Updating our electronic media communications.
4. Engaging a marketing consultant to advise on how best to “market the market”.
5. Establishing a "food court" to encourage patrons to purchase meals and/or snacks thus staying longer at the market

We strongly believe the above activities will directly result in increased patronage through the gates, generating greater income for yourselves (the stall holders) and improved returns to our Rotary Market.

We are currently setting targets we wish to achieve in terms of numbers of customers through the gate each week, and are further fine tuning our activity plans to deliver such.

With your support as a valuable stallholder we believe the above action plan can significantly improve the current market.

Should you have any ideas to improve the market or wish to make any comments please feel free to talk to us at the market or send us an email and we can give you a call. The best contacts are

Peter Drummond

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Gary Williams

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Thanks again for your support

Community Market Management Group