



## MARKET MOVES

Newsletter 30/1/18

**The Rotary Community Market will move to the new site at 441 Kiewa Street Central Albury this Sunday 4<sup>th</sup> February 2018**

If you intend to book a site and haven't yet done so please contact Bev ASAP on 0417565443 or email to [rotarycommunitymarket@gmail.com](mailto:rotarycommunitymarket@gmail.com)

This newsletter is an attempt to answer any questions you may have and/or update discussions we have had with those of you who have attended the market in recent weeks.

There will be plenty of Rotarians present on Sunday to help you find your way, answer questions or overcome any "teething problems" you might have.

**Rumours** - There are still too many incorrect rumours running around. Most are incorrect. Don't listen to them or better still don't spread them.

**Toilets** – **There will be toilets available for use this Sunday.** If construction of the on-site toilets is not completed toilet facilities will be available nearby at Living better (Aged Concern).

**Drains** – There is a rumour that should there be rain water will flow through the market in surface drains. That is incorrect as drainage pits will pick the water up before the undercover area.

**Market Hours** 8.30 am -12.00pm

**Market Entry** –Unless you have entered the site prior to 7.30am all stallholders should enter the market site via the south entrance to the carpark

**Oversize Vehicles** – Special provision has been created for vans and trailers (over-sized vehicles only) to enter the market site off Gas Works Lane.

**Unpacking** - Stallholders are requested to park on their site or on the left hand side of the driveway while unloading to allow other stallholders to pass.

**Vehicle Movements**-Stallholders may enter the site whenever they like. We hope there will be no queuing. The licence agreement with Council states that we are not allowed set up until 7.30am. Please abide by that rule.

For safety reasons there will be no vehicle movement permitted in customer market area/zone between 8.15 and 12.15pm.

**Stallholder Parking**- While it would be ideal if all stallholders were able to move their cars off the site during the market we realise that is not possible in every instance. If you can do without your car we'd appreciate it. We think the market would look more like a market if we had fewer cars in the market site. There is plenty of parking on Levels 1 and 2 with wide ramps that are not difficult to negotiate. Ideally we would like you to park on the top floor at the southern end of the car park. That would help limit the number of pedestrians who enter the market via the southern staircases where there is a risk of conflict between cars entering the site and customers entering the market. We would like to encourage more customers to park near the lift or northern staircases. Also if you park on the top floor you make it easier for customers to access the market by having to only negotiate one flight of stairs particularly when they are carrying purchases back to their vehicles

**Smoking** – Health Regulations do not allow smoking on the site. There are a couple of reasons

1. It's a public Carpark.
2. Smoking is not permitted in a public space near food

**Dogs** - Every effort will be made to restrict the entry of dogs to the market.

**Site sizes** - We can't change the site sizes painted by Council. We, like you, have to live with the sites as they are. We have endeavoured to give every stallholder an extra 400mm on the front of their site.

### **Making the Market Work**

We are really excited about the future of the Rotary Community Market at the "new" Kiewa Street site. As many of you know the Rotary market has been operating for over 40 years in different locations and different formats. We intend to make it succeed in this location. With your help we can make the Kiewa Street Market into an iconic weekly event that attracts locals and visitors to the region to attend. Apart from the market operating on one level again (the ground floor of the carpark) new initiatives include a new image and brand (KIEWA STREET MARKET), regular entertainment and events and tables and chairs in a "food area" where patrons can relax, have breakfast, a coffee and socialise.

Our objective is to make your business successful at the same time and to do that we need to work as a Team, with a spirit of cooperation. Please be aware we are operating on a local government site where we are restrained in many ways - such as, when we can operate the market, what we can do and control on the site etc. We ask for your patience and cooperation. It is not expected that everything will be perfect from the outset, but we will do our best to make it as good as possible.

**Your business model** – Your success is our success. We don't want to tell you how to run your business at the market. That's your decisions.

We do however have a commitment to make the market operate successfully. Some of the decisions made may not always meet your needs or expectations. Whatever they are, good or bad in your eyes, please be aware all operating decisions will be constantly reviewed.

**Special Deals** -We have been asked to consider special deals for the regulars. While we may like to do that good business practice indicates such a move would be a recipe for disaster. Who deserves such a discount? Where do we draw the line? We would rather support your business by providing regular events and entertainment to attract more patrons to improve your business and cash flow. This generally requires additional expenditure on marketing. You cannot have it both ways. Please be realistic about these issues.

**Consistency** – From our observations it seems that the most successful stallholders at the market have marketable products to sell and attend the market on a consistent basis. There are lots of stallholders who do very well. Like all retailing the return can be inconsistent due to other factors.

**Competition** – The Management Group think competition is healthy and do not intend to restrict the make-up or mix of the Stallholders.

**Cooperation** – The Market Management Group have a goal to raise at least \$6,000,000 for charities over the next 20 years. We would like you to be part of that, but we cannot do that without the cooperation of you the stallholders. We are in this together. To achieve such a goal we have to consistently attract some 200 stallholders every week and over 2000 people through the gate. Some will say that is impossible. Well if that's the case then those people lack vision. Firstly we have to believe we can achieve such a goal, see how we can achieve that goal and then work out how to make it happen. It's not "Rocket Science". It is also unlikely to happen overnight.

**Entertainment and Events** - One of the main objectives of the Management Group is to provide regular entertainment and events to make the market a more appealing social experience that will attract more patrons and stallholders alike. If you have any thoughts or ideas about possible events please talk to the Rotarians or send a message to Bev at [rotarycommunitymarket@gmail.com](mailto:rotarycommunitymarket@gmail.com).

**Advertising and Marketing** – To promote the relocation of the Market to the Kiewa Street site extensive TV, Radio and Print and Social media campaigns have been put in place. We have had live interviews on ABC Radio, will do the same with Radio 2AY. The Border Mail has also supported us with news items as has Prime TV. Liking and sharing our Facebook posts helps spread the word. Whether you like or not this modern marketing is inexpensive, but can be extensive.

"Word of mouth" is the best form of marketing if customers and you the stallholders have a good experience. By engaging with your customers you can contribute to their experience and help encourage them to spread the word. It is the cheapest advertising and marketing of all.

**New Website** – A new site has been developed, but there is more to be done in this area.

**Site Plan and Site Fees** – For those of you who didn't get a copy at the market over the last two weeks please find attached a copy of the site plan and site fees. Any questions please call or email Bev.

**Comment** - We look forward to seeing you at the Kiewa Street Market this Sunday – preferably as a Stallholder. While it may not happen overnight we are confident the Market will succeed with consistent persistence. We invite you to participate.