

KIEWA STREET MARKET



Newsletter June 2018

A Rotary Community Project of the Rotary Clubs of Belvoir-Wodonga and Albury North

Thank you to all who have supported the Kiewa Street Market since the move to the new site on the 10th February this year.

While there is still work to be done to improve the facilities and create ways to attract more customers, a lot has been achieved since we moved. On Sunday 30th June, 21 weeks will have passed since the move.

As we approach Rotary Changeover and the end of the financial year we thought it **appropriate to let you know what has happened to the money raised as a result of you being a stallholder at the Market.**

As part of making the move it was considered that every aspect of the market needed to be reviewed - from rebranding (hence the name Kiewa Street Market) to marketing, policy and procedures etc. The Market has quite a long history - it has been held almost every Sunday (except for some wet or exceptionally hot days) for over 40 years. Originally it was two markets – one in Wodonga and one in North Albury run on alternate weekends. Some 22 years ago it was decided they should be merged and held in the same location every Sunday.

Not every decision during the move has been to everyone's liking, but with the best intentions the whole purpose has been to make the Kiewa Street Market the best market in the region. As the saying goes "Rome wasn't built in a day" - so with the Kiewa Street Market, there is a lot more to be done to help you our stallholders build your business at the Market.

It should be remembered that the Kiewa Street Market is run by volunteers and every dollar raised except for minimal operating and marketing costs are donated back to the community with most, if not all, of that amount being available to give support to many more charities. It is the only one of its kind in the region

Over the last year the Rotary Market (a joint venture between the Rotary Clubs of Belvoir Wodonga and Albury North), and now known as the Kiewa Street Market has raised over \$150,000 which has been distributed to numerous local , national and international charities.

If the goals and objectives of the Combined Market Management Committee are achieved it is hoped that the Kiewa Street market will be in a position to give support to many more charities.

Some examples of where the Market income is distributed are:

Hilltop – the Carers Accommodation Centre

Belvoir Special School – the Life Skills House, music equipment and support

Wodonga Hospital – birthing bath and an upgrade to the outdoor area in the Maternity Wing and the Rehab area

Albury-Wodonga Ovarian Cancer Awareness & Support.

Wodonga Men's Shed - Donation towards new facility.
Foodshare - funding Support
Winter Solstice
Biennial National Rural Remote Social Workers Conference held in Albury
District Governor's Partner's Project
Albury Women's Shed
Eliza-Connell Disabled Athlete
Albury Legacy Club.
Police and Citizens Youth Club
Albury Wodonga Eisteddfod
Boys to the Bush
Border Easter Egg Hunt - Headspace
Local students on a number of development camps - RYPEN (Rotary Youth Program for Enrichment)
Co Ordinate and run Alternate Schoolies Camp to Cambodia.
The Royal Flying Doctor Service and similar organisations.
Cure for MND (Motor Neuron Disease)
Rotary Foundation
Polio Plus
Kid's in Kenya
Tawonga Community Based Orphanage
The Children of Kon Tum
Disaster Aid and World Health
Operation Cleft
Shelter boxes
World Vision
Rotarians against Malaria
Medicines sans Frontiers

The Rotary Foundation transforms our donations into service projects that change lives both close to home and around the world

As you can see, the income generated at the market is put to good use. The list above is not complete either. There are lots and lots of smaller donations to help those in need.

Whether you are a regular or casual attendee your contribution counts and we appreciate it.

Thank you again for being a Stallholder.

Entertainment and Events

Since making the move to Kiewa Street, one of the major features of the market has been regular entertainment. We think entertainment adds to the atmosphere at the market and it is expected it will continue. If you know anybody who has the skill and ability to entertain please let Bev know so that someone from the entertainment committee can get in touch and arrange a date for the person or group to perform

Another avenue being developed to attract customers to the market (and provide a boost to your cash flow) is the promotion of events, such as visits by car clubs, displays by Fire Brigades, some demonstrations, competitions for kids etc.

Stallholder Car Parking

In order to be able to make sure the sites are available for more stallholders and the events as suggested above it would be a great help to the Combined Market Management Group (CMMG) if we could have all stallholders refrain from parking cars on the ground floor - at the rear of the site.

To make the market a better place for our customers we would prefer to have as few cars as possible in the market area during marketing operating times. Some of you need your car or trailer with you, but if you don't please help us by parking up top – and not out the back. There is always plenty of space on the top floor. A lift is available to return to the ground level.

The CMMG intend to use the uncovered ground floor space for more stallholders and events (to attract more customers) and we are getting serious about making that work. As all the ground floor carparks are chargeable market sites, the CMMG will in future charge a site fee should your car be parked “unlawfully” in the ground floor space. Please help us to help you.

Promoting the Market

Can you all please take a look at the Kiewa Street Market website and checkout the Kiewa Street Market Facebook page. If you need information about the Market it should be available on the website. If what you want is not there please let us know via Bev (email bookings@kiewastreetmarket.com or phone 0417565443 so we can keep the site current. Without going into detail traditional advertising methods gain little traction in today's world. The big change has been the development of Social Media marketing. Today most people use their mobile devices to gather information and communicate. It would take more time and space than is available in this newsletter to explain what is happening other than to say the way we need to market, advertise, promote and engage our businesses is by use of social media marketing. Many of us might think that Facebook and Instagram for example are something we really don't want to know about. They are not fads and they are not going away. To grow and prosper in any business today we have to embrace the change.

As said above we are all in this together.

At the moment social media marketing is the cheapest form of marketing offering the widest coverage directly to people on their phones or devices. It's a revolution happening in our time. To that end please Like and Share the Kiewa Street Market Facebook posts and have family and friends do the same.. If you are on Facebook connect to the market page and tag friends, check in etc. You will be amazed how far and how cheaply we can “Reach” literally thousands of potential customers. If you have a webpage send us a link for us to add to our webpage.

Booking and Not Turning up on Sunday

Absentees from the Sunday Market after making a booking makes it difficult to run the market effectively. Common courtesy would suggest that if you book a stall then you intend to turn up. The CMMG would appreciate if you could let us know by 5pm Thursday or as soon as possible if you won't be attending the market, so that we don't have to turn any stallholders away when the market is fully booked. It is disappointing to turn anyone away and then on Sunday find that some people haven't turned up and we could have used that site. The Committee have decided to enforce their policy that if a stallholder does not show up and does not let us know, then they will not be rebooked for future weeks. We are not to know whether they will be returning at all.

Co-operation

Please always remember the fact that the Kiewa Street Market is being run by Rotary Volunteers to raise funds for charities –local, national and international. Rotary members (with the support of the funds raised) also spend many hours assisting local causes and those in need. A rough calculation suggests that could be as much as 1000 hours per month.

We are all in this project together so we trust, with your help, we can make it even bigger and better.