



Reference: AF15/37 SW

23 March 2015

## MEMBERS

**NOTICE** is hereby given that the Railway Lands Development and Management Committee will meet in the following Meeting Room on the day, date and time as follows:

**Railway Lands Development and Management Committee**  
(Conference Room - Level 1):

Friday, 27<sup>th</sup> March 2015 at 12 Noon (*lunch will be provided*)

An agenda for the meeting is enclosed herewith.

**Mark MCSHANE**  
CHIEF EXECUTIVE OFFICER

## RAILWAY LANDS DEVELOPMENT AND MANAGEMENT COMMITTEE

Meeting to be held on Friday, 27<sup>th</sup> March 2015 at 12 Noon

### AGENDA

1. PROPERTY MANAGEMENT - Railway Lands - Update on Progress of Development Works - Ref. AF13/439
2. PROPERTY MANAGEMENT - Railway Lands - Expression of Interest - Railway Station Building Occupancy - Ref. AF13/439
3. RAILWAY LANDS DEVELOPMENT AND MANAGEMENT COMMITTEE REPORT NO. 1/2015 - Property Management - Railway Lands - Possible Future Use - Community Markets - Ref. AF14/166

## RAILWAY LANDS DEVELOPMENT AND MANAGEMENT COMMITTEE

Meeting to be held in the Conference Room, Level One of Civic Centre,  
10 Watson Terrace, Mount Gambier, on Friday, 27<sup>th</sup> March 2015 at 12 Noon

### AGENDA

PRESENT: Cr C Greco (Presiding Member)  
Crs F Morello, S Mezinac, M Lovett and S Perryman

APOLOGIES: moved the apology received from be  
accepted.  
seconded

COUNCIL OFFICERS: Director - Operational Services, Daryl Sexton  
Engineering Manager, Daryl Morgan  
Manager - Regulatory Services, Michael Silvy  
Team Leader - Administration (Operational Services), Sally Wilson

### COUNCIL MEMBERS

### AS OBSERVERS:

**WE ACKNOWLEDGE THE BOANDIK PEOPLES AS THE TRADITIONAL CUSTODIANS OF THE LAND WHERE WE MEET TODAY. WE RESPECT THEIR SPIRITUAL RELATIONSHIP WITH THE LAND AND RECOGNISE THE DEEP FEELINGS OF ATTACHMENT OUR INDIGENOUS PEOPLES HAVE WITH THIS LAND.**

MINUTES: moved the minutes of the previous meeting held on Friday,  
27<sup>th</sup> February 2015 be taken as read and confirmed.  
seconded

QUESTIONS: (a) With Notice - nil submitted.  
(b) Without Notice - nil received.

### **1. PROPERTY MANAGEMENT - Railway Lands - Update on Progress of Development Works - Ref. AF13/439**

*Goal:* Building Communities  
*Strategic Objective:* (i) Strive for an increase in services and facilities to ensure the community has equitable access and that the identified needs of the community are met  
(ii) The identified needs of the community are met, through implementing Long Term Asset Management Plans and Infrastructure Plans

The Director - Operational Services reported:

(a) The following update on the progress of works is provided below:

TASK / ACTIVITY DESCRIPTION	TIMEFRAME
Approval to accept Department of Planning, Transport and Infrastructure's offer	Completed
Advertisement for Demolition and Remediation	Completed

Railway Lands Development and Management Committee Agenda for 27<sup>th</sup> March 2015 Cont'd...

Consider tenders for Demolition and Remediation and award contracts	Completed
Site demolition	Completed
Site remediation works	Completed
Construction of WSUD ponds and creek	Completed
Construct rail easement shared path	Completed
Irrigation bore and irrigation system	Completed
Rejuvenation of soil and planting of turf	Completed
Paths, sandpit, concrete plinths and mulch for nature play area	Completed
Refurbishment of railway heritage items including telegraph poles, fencing and construction of foot bridges by Rotary	In Progress
Reconstruct/extend platform and provide access ramps, stairs and balustrading	In Progress, 90% complete
Artistic Balustrade panels	In Progress
Tree Planting	Completed
Construct Sunken Amphitheatre	In Progress, 95% complete
Resurfacing existing platform	Not commenced
Fencing to pond area	Completed
Supply & Install Solar Path and Plaza Lights	In Progress, 50% complete
Supply & Install feature lighting	Tender awarded
Install footpath pavers	In Progress, 20% complete
Install Plaza pavers and street furniture	Not commenced
Signal Box redevelopment as public toilets	In Progress, 30% complete
Major Art Commission concept design	In Progress

moved it be recommended:

- (a) The report be received and contents noted.

seconded

2. **PROPERTY MANAGEMENT - Railway Lands - Expression of Interest - Railway Station Building Occupancy - Ref. AF13/439**

*Goal: Building Communities*

*Strategic Objective:*

- (i) Strive for an increase in services and facilities to ensure the community has equitable access and that the identified needs of the community are met*
- (ii) The identified needs of the community are met, through implementing Long Term Asset Management Plans and Infrastructure Plans*

The Director - Operational Services reported:

- (a) As the first two (2) stages of the Railway Lands Development is nearing completion, Council may wish to consider the future of the former Railway Station building;
- (b) Council has previously received and noted a submission from one (1) local business person in relation to a possible future use and Council is also aware of the issue of site storage for community markets and also the need/desire for external access to toilet facilities;
- (c) a reasonable way to move forward on this would be to release a formal Expression of Interest (EOI) seeking to engage with persons/organisations that have a genuine desire to occupy the building and operate some form of business/community use from the site;
- (d) the EOI should require respondents to address, as a minimum, the following key points:
  - proposed use and statement of how their proposal integrates with and connects to the redeveloped railway lands area;
  - basic outline of their business case (this will be further explored if the EOI is elevated to the next stage of assessment) and should include the proposed governance strategies of the organisation;
  - proposed operating hours and facilities to be provided by the proponent;
  - any materials/alterations required to the Station building to accommodate the proposed use;
  - details of any capital contribution to be made by the proponent;
  - consideration of how any unused sections of the building (if any) could be used to the benefit of other site users (e.g. storage, toilets).

Members may wish to add to this list, and when completed this all forms the basis of the EOI to be publicly released.

moved it be recommended:

- (a) The report be received;
- (b) Council now proceed to release an Expression of Interest (EOI) to the community seeking proposals for occupancy and use of the former Railway Station building, with responses to the EOI to address, as a minimum, the issues listed in this report;
- (c) following receipt of the EOI's this Committee review same to shortlist the formal responses for further investigation and discussion with a view to presenting Council with a final recommendation.

seconded

**3. RAILWAY LANDS DEVELOPMENT AND MANAGEMENT COMMITTEE REPORT NO. 1/2015 - Property Management - Railway Lands - Possible Future Use - Community Markets - Ref. AF14/166**

*Goal: Building Communities*

*Strategic Objective: (i) Strive for an increase in services and facilities to ensure the community has equitable access and that the identified needs of the community are met*  
*(ii) Recognise and support our volunteers, community organisations and their sustainability as they continue to be the foundation of the community*

moved it be recommended:

- (a) Railway Lands Development and Management Committee Report No. 1/2015 be received;
- (b) Council now release an Expression of Interest to the wider community seeking proposals from individuals or organisations to:
  - Develop an overall plan/strategy for regular markets at the Railway Lands.
  - Develop a management proposal to manage the operation of the regular markets at the Railway Lands, which will include an establishment budget, ongoing budget and long term financials for staffing/capacity, promotion, management of stalls, infrastructure, traffic management, insurances, complaints handling procedures etc.
- (c) Expressions of Interest be reviewed by the Railway Lands Development and Management Committee to identify a preferred proposal and the preparation of a recommendation for the consideration of Council.

seconded

**MOTIONS WITHOUT NOTICE**

The meeting closed at \_\_\_\_\_ p.m.

# RAILWAY LANDS DEVELOPMENT AND MANAGEMENT COMMITTEE

## REPORT NO. 1/2015

SUBJECT: PROPERTY MANAGEMENT - Railway Lands - Possible Future Use -  
Community Markets - Ref. AF14/166

Goal: *Building Communities*

Strategic Objective: (i) *Strive for an increase in services and facilities to ensure the community has equitable access and that the identified needs of the community are met*  
(ii) *Recognise and support our volunteers, community organisations and their sustainability as they continue to be the foundation of the community*

### BACKGROUND

Council, at its meeting of Tuesday, 17<sup>th</sup> February 2015 resolved as follows:

*“(a) The report be received;*

*(b) an invitation be extended to the operators of the four (4) local markets operating in Mount Gambier (i.e. Rotary Market, Farmers Market, Library Market and Moloney’s Market) to meet with the Railway Lands Development and Management Committee to discuss possible occupation of the Railway Lands for their respective markets.”*

In accordance with the above resolution the following representations for local market operators attended and met with the Railway Lands Development and Management Committee at its meeting of Friday, 27<sup>th</sup> February 2015:

- |                                   |  |
|-----------------------------------|--|
| • Library Market<br>(12:50 p.m.)  | Vicki Hutchinson<br>Susie Hill                                   |
| • Farmers Market<br>(1:05 p.m.)   | David Geddes<br>Glenys Hughes                                    |
| • Moloney’s Market<br>(1:38 p.m.) | Pauline Mulraney<br>Karen Wright                                 |
| • Rotary Market<br>(2:02 p.m.)    | Bruce Ridland<br>Alan Richardson<br>Allen Smith<br>Julian Mattay |

These discussions were arranged to allow the Committee to “gauge” the level of interest for market operators relocating their activity to the Railway Lands and/or any other activity that the invited group might envisage for the area. Each market operator was requested to provide details of how their individual market is run and how they envisage local markets to be run at the Railway Lands.

A summary of the discussions held with each market operator is detailed in this report.

### LIBRARY MARKET

*Details of the Library Market:*

Railway Lands Development and Management Committee Report No. 1/2015 Cont'd...

- The Library Market is based on hand-made and locally produced goods (high quality), they ensure customers know what they are getting.
- A busy market will have 50-60 stalls, a quieter market will have 35-40 stalls.
- General size of 3m x 3m gazebo space or 2m x 2m if under cover (verandah).
- Charge per stall holder is \$35.00 (this includes cover for personal liability and product insurance that the Library Market arranges).
- Their markets are held once per month during summer.
- Future of the Library Market is unknown, it has currently finished for the summer season.
- Significant staff resources to run and administer.

*Comments regarding relocation to possible use of Railway Lands site:*

- Establishing and maintaining a market entails a lot of work, you would require an independent body or Committee to run the market (i.e. risk assessments).
- The less markets held are better for attendance, which has proven successful to them over the years.
- Vehicle access, wind factor and access to power would need to be considered.
- Stall holders should generally supply their own gazebo.
- Council may wish to consider changing the market theme for each market held.
- Need to be aware of having similar stalls at each market and balance between produce/goods.
- Existing stall holders are likely to be interested in relocating to the Railway Lands if the Library Market does not continue in the future.

Please see Attachment 1 - 'Stall Holder Information' that is provided to customers wishing to have a stall the Library Market.

MOUNT GAMBIER FARMERS MARKET

*Details of the Farmers Market:*

- This is a community market in place for the last 2 years that operates every Saturday morning from 8:30 a.m. to 12:00 p.m. at the paved area directly adjacent the Public Library (lease arrangement with Council).
- Tourists create approximately 20% of their sales.
- Their market only sells food that has a local component to it (within 200 km or 30%), making it different to other markets which they would like to keep as their identity if part of a bigger market.
- Currently have 12 regular stall holders, goal is to have 30 within next 18 months.
- They do not worry about stall holders being 'competitive' with one another, they usually work things out between themselves.
- Current stall holders are of various sizes, usually 3m x 3m or 6m x 3m.
- Charge per stall holder is \$75.00 per month plus a 1 year membership fee of \$35.00.
- Stall holders are required to obtain their own public liability insurance,
- There is no manager of the their market, their Committee runs this.
- They change each market theme according to the season, for example they will be having a pumpkin competition in spring.

*Comments regarding to possible use of Railway Lands site:*

- If relocated to the Railway Lands they would require access to power and an area that creates an ambience (such as the area they lease now).
- They would require a storage area for tables, chairs, marquees, barbeque etc to be within easy distance.



Railway Lands Development and Management Committee Report No. 1/2015 Cont'd...

- A sheltered location from wind is important especially in the winter months.
- Convenient parking for customers.
- The Railway Lands does not have 'through' traffic, whereas the area they lease does.
- Just having a 'market' at the Railway Lands will possibly not get the customers required, it would need to be well promoted.
- Having hot coffee available is a plus.
- A market would need to run every week to be successful.
- Unsure if all markets in Mount Gambier could co-exist on the one site.
- A high standard of quality control must be maintained for long term appeal.

Please see Attachment 2 - Letter from the Mount Gambier Farmers Market (following these discussions) further detailing the above information.

MOLONEY'S MARKET

*Details of the Moloney's Market:*

- Currently have permanent stall holders located in the building adjacent the Park Hotel.
- There are 10-12 permanent stall holders with approximately 6 other stalls that they assist in looking after.
- Markets are run every Sunday morning.
- Their stall holders are of an older generation and would not be able to set up/pack up each week, permanent fixings are required.
- Their markets also have an 'arts' section.
- Usual gazebo size would be 3m x 3m and if inside area would be 2.5m x 2m.
- Their market no longer has a fruit and vegetable stall holder.
- They do have handmade arts/crafts.
- Try not to double up and aim for variety.
- This market has been in place for approximately 10 years.
- They may need to relocate in the future if the Park Hotel require the building for other use.
- In general, markets do struggle.

*Comments regarding relocation to possible use of Railway Lands site:*

- You would need to be open weekly to allow for tourists visiting the City, pop up markets are difficult.
- Would require undercover shelter (protection from wind and rain).
- There is an existing building on-site at the Railway Lands that could be suitable.
- They would possibly move if they had the same amenities as their current location (i.e. enclosed building).
- You would need to consider the days of operation for people that can attend.

ROTARY MARKET

*Details of the Rotary Market:*

- Their markets are run each Saturday from 9:00 a.m. to 2:00 p.m. behind Harvey Norman (prefer to run over the lunch period).
- Includes food stalls, good atmosphere etc.
- Rotary has insurance to cover up to 50 stalls within the Rotary district.
- They have 30-40 stalls currently at Harvey Norman (includes 20 regular stall holders).

*Comments regarding relocation to possible use of Railway Lands site:*

Railway Lands Development and Management Committee Report No. 1/2015 Cont'd...

- Undercover protection is important.
- Costs are involved for power, rent, marquees and insurance.
- Café style blinds would be required on either side of the platform at the Railway Lands, as well as shelter and tie down points.
- PA system would be utilised.
- Portable kitchen could be a possibility and also can be used for other events at the site.
- Some creative ideas provided included:
  - Placing a Railway wagon adjacent the platform.
  - Branding the markets with a Railway theme.
  - Weekly publications.
  - Regular entertainment by local and high quality buskers.
  - Wine/food tasting.
  - Food cooking demonstrations.
  - Good coffee.
- Rotary could manage (due to their experience):
  - Set up and pack up.
  - Traffic control.
  - PA system.
  - Stall fees (monitoring food safety).
  - First aid response.
  - Arrange entertainment.
- Quality is not necessarily important, however the concept of markets at the Railway Lands should naturally attract better quality.
- Rotary would continue to hold their markets for at least 6 months before establishing at the Railway Lands.
- Would require 6 weeks to advertise for new stall holders at the Railway Lands site.
- Costs to charge stall holders would depend on the costs to hold the market at the site.
- They believe approximately 30% of stall holders would initially come across to the Railway Lands.
- Would establish a separate section for the Farmers Market so they can maintain their own identity.
- Their existing Committee can manage the running of such a regular market.

Please see Attachment 3 - Proposal provided to the Committee at the meeting further detailing the above information.

SUMMARY OF DISCUSSIONS

- There is a clear difference between the make-up and operations of each of the current four (4) markets with mixed views about what constitutes a good market. Some markets consist of frequent openings whereas others are saying good quality and variety are most important.
- There is definitely a lot of work in organising and administering a market and only the Rotary Club indicated a strong desire to take the lead role in being the organiser of a community market at the Railway Lands.
- There needs to be other elements (such as entertainment, food, coffee etc) to ensure a market is successful.
- Council needs to ensure high quality for any markets or associated activities in order to create a great community space.

Railway Lands Development and Management Committee Report No. 1/2015 Cont'd...

RECOMMENDATION

- (a) Railway Lands Development and Management Committee Report No. 1/2015 be received;
- (b) Council now release an Expression of Interest to the wider community seeking proposals from individuals or organisations to:
- Develop an overall plan/strategy for regular markets at the Railway Lands.
  - Develop a management proposal to manage the operation of the regular markets at the Railway Lands, which will include an establishment budget, ongoing budget and long term financials for staffing/capacity, promotion, management of stalls, infrastructure, traffic management, insurances, complaints handling procedures etc.
- (c) Expressions of Interest be reviewed by the Railway Lands Development and Management Committee to identify a preferred proposal and the preparation of a recommendation for the consideration of Council.

sighted:



**Daryl MORGAN**  
ENGINEERING MANAGER



**Mark McSHANE**  
CHIEF EXECUTIVE OFFICER

11 March 2015  
DM:SW

Attachment 1: Library Market - Stall Holder Information (provided at the meeting)  
Attachment 2: Letter from Mount Gambier Farmers Market (dated 2<sup>nd</sup> March 2015)  
Attachment 3: Proposal from Rotary Market (provided at the meeting)

(Refer Item of Railway Lands Development and Management Committee Minutes)



## STALL HOLDER INFORMATION

### APPLICATION PROCESS

Any person who wishes to be considered for a site at the Library Market must first complete a *Library Market Stall holders Agreement* available from the Library or email [shill@mountgambier.sa.gov.au](mailto:shill@mountgambier.sa.gov.au)

Once the application has been received, confirmed and payment is made; they will be notified of their stall number and location at the site.

Please note that there is no refunds on cancellations and stall holders must give **5 days'** notice if they will not be attending so the space can be filled.

### MARKET STAFF

All site applications and market related enquires, issues, disputes or complaints by stall holders, or person applying to be stall holders must be in the first instance, be directed to the market coordinators.

### GOODS THAT MAY BE SOLD

- (A) Only goods described and approved on the registration form may be sold from the stall.
- (B) All goods sold must be handmade and locally produced.
- (C) NO MASS PRODUCED OR COMMERCIALY MADE PRODUCTS.
- (D) Market coordinator will be making inspections to ensure the criteria is maintained
- (E) If the stall holder wished to significantly change their product during the term of the agreement, they must notify the market coordinators on a new form.

## SITES

- (A) Sites are allocated on registration and payment of stall.
- (B) To be responsible for the set up of the stall
  - \*\* Please note the area you will be assigned is not longer than 2 metres. \*\*
- (C) All stallholders are required to provide their own table and chairs
- (D) Stall must be ready to trade by 11am
- (E) A map of the site allocation will be on display in the window closest to the main entrance of the library on the market day.
- (F) Stallholders must ensure that all equipment for their site is safe and secure at all times in interests of public safety.
- (G) Walkways and public areas are to be kept clear at all times. Undercover stalls must stay within the site boundaries and space allowance of 2m x 2m per stall  
or Gazebo space is 3m x 3m per stall
- (H) It is the responsibilities of the stall holder to ensure that their site be kept clear of litter and must be clean and tidy at the end of the day. A cleaning fee may incur if area is left in a unsatisfactory condition.

## ENTERTAINMENT

- (A) All entertainment including buskers must be approved by the Market Coordinators and obtain a Buskers Permit from the Mount Gambier Council

## INSURANCES LICENSES AND REGISTRATIONS

- (A) Stallholders are required to ensure their business practises and goods and services comply with all relevant product, safety, business and trade legislation.
- (B) Stallholders must obtain licenses and registrations required for the sale of their goods and display them as required. Registration and license certificates must be available for inspection by the market coordinators and copies taken at registration.
- (C) Stallholders applying to sell produce, food or food products the requirements of the food safety laws.

## LOSS AND DAMAGE CLAIMS

- (A) The Mount Gambier Library accepts no liability for loss or damages or costs whatsoever arising, either directly or indirectly, from products sold by stallholders.
- (B) The Mount Gambier Library accepts no liability for injury, loss or damage whatsoever occasioned to, or suffered by, the stallholder, their relief assistant and or staff as a result of the use and occupation of the site or including connection with any activity carried on at the site.
- (C) Stall holders, by signing this agreement, hereby indemnify The Mount Gambier Library in relation to all and any claims damages or costs whatsoever arising from the provision to them of a site, or the sale by them of any product at that site, whether by the stallholder or any person representing them or their product.

## FEEES

- (A) All fees must be paid at The Mount Gambier Library on registration to confirm their place at market. Stallholders must know their stall number and have completed an agreement prior to setting up their stall.

## ATTENDANCE AND OCCUPATION OF SITES

- (A) The signatory to the registration form is considered to be the designated Stallholder and as such, must occupy the site at all times.
- (B) Stallholders must be ready to trade by 11am through to 2pm.
- (C) Pack up time is at 2pm and all stalls must be removed by 4pm.
- (D) Cancellation of the market may occur in extreme weather conditions where attendance by stallholders and the public will put these parties at risk. The decision will be made by the Market Coordinators.
- (E) Please note that there are no refunds on cancellations and stall holders must give **5 working days'** notice if they will not be attending so the space can be filled.

## PARKING

- (A) All vehicles to be parked in Library Car park on Sturt St throughout the day

## GENERAL MARKET CONDUCT

- (A) Within the market, or in any circumstance connected to the market, no stallholder shall behave in an improper manner, or use language, that is foul, threatening, or abusive toward any other person.
- (B) No stallholder shall refuse, neglect, or fail to comply with any reasonable directive from the Market Coordinators.
- (C) Failure to comply will result in the stallholder's application not being accepted in future markets.

# Tips for Stallholders

If this is your first market you might be feeling a little worried about what to do and where to start - so here are some tips I've collected to hopefully help get you into market-mode!

## Before the market

1. Once you've booked, start to tell people you are going. Whether it be in person or via Facebook etc, let potential customers know what you will be selling and what new stock you might have. Your customers will get excited and make up their minds about what they want to buy before they even get there!
2. If you have a new product or special, competition or offer please post to our Facebook page and I will happily share.

## Your stock

3. Have a wide price range of items available.

*Your product strategy should be to think about offering more than 1 item category, offer a variety of colours and styles and at varied price points. Price points ideally should be divided into 3 main categories these are:*

**A. Bread & Butter items** – look at creating a tier price scale to draw customers in. Entry point items include products that can generate a higher turnover but might result in less profit margin.

**B. Mid Range** – Mid range items are those that are special yet affordable and have an even margin that means more of a profit for you and are essentially what make up the bulk of your work.

**C. Highlight pieces** – your highlight pieces are the 'wow' factor items that draw people in, they may generate less sales but with a higher profit.

*So, how exactly does that look? Here is an example: If you are an artist that creates beautiful illustrations, you can sell your framed prints as your highlights, a variety of sizes of your unframed prints as your mid and cards as your bread & butter.*

4. Take advantage of the seasons – for example, if Father's Day or Christmas is coming up think about what products you can have that will sell really well on the day.

## Setting up

5. Work on your display ahead of time, practice at home and take photos so you can easily set up on the day.
6. Have beautiful, eye-catching tags. Many items are purchased for gifts so include a lovely tag with your logo, contact details and perhaps a nice quote or saying. You want to make it easy for people to order more from you.





7. Business cards are a MUST. Many shoppers don't purchase on the day but contact stallholders for custom orders later. Hand out business cards as much as you can, you never know whose hands they'll end up in!

8. Think about packaging. It is often quite simple to create that "wow" factor and wouldn't it be great for people walking around the market to be asking "where did you get that?"

9. You can find really interesting and different props to display your goodies at op-shops or garage sales. It might take some practice to spot a potential item, but you'll be able to pick up an inexpensive display and all it might need is a quick coat of paint! Some of our stallholders custom make shelves or other displays to suit their products.

10. A bunch of fresh flowers or helium balloons can work a treat.

*11. Do what you can to break up the flat surface of the table. Our eyes enjoy wandering and if you give people different levels to look at you will have them standing at your stall a lot longer. Take some of your awesome creativity and think outside the box. Fabric, furniture items, display stands, and if all else fails, lug a few heavy books with you to give your flat table some added dimensions. Use anything that you can to go above the table – at and above eye level is very eye-catching. Just 3 or 4 helium balloons pegged to your table might be well worth the investment.*



*It is hard competing with fellow stall-holders for business when you have a similar product. Try and think outside the box with the way you display your items. Again, sometimes simplicity is the key.*

## On the day

12. Make sure prices or information signs are clearly displayed for every item. Many customers won't feel comfortable in asking and you don't want to lose a potential sale over something so easily fixed!





13. Don't forget your float! Think about the prices of your products and what sort of change you might need.
14. Make sure you have a sign or banner so people know who you are and can easily find your stall.
15. If you have a newsletter, have a signup sheet handy on your table and consider offering a giveaway to those who give you their details.
16. If you do custom orders, have a photo album or digital frame showing different designs, colour selections and sizes to make it easy for customers to choose and place an order.



17. Have a positive attitude. As one stallholder commented: *"Believe the market is awesome – NO MATTER WHAT. Some of my most amazing markets have seemed slow – only to blossom weeks later with an offer or an order I never would have garnered otherwise."*
18. Pack some snacks and drink to eat throughout the day – or make sure you pre-order breakfast and/or lunch which will be delivered to your stall . It's important to keep your energy levels up – it can be a long day!
19. Another stallholder tip: *"Don't complain. Not no way. Not no how. Not during the event. That vibe is sticky and will cling to all your good intentions in your work. If you have suggestions for improvements – thoughtfully provide those to the appropriate audience after the show."*
20. Dress the part. If you make scarves, necklaces, hats etc – wear them. Model your products and make sure any "helpers" do as well.
21. Another stallholder tip: *"NEVER GIVE UP...we have all had our bad days. Think of every show as a learning experience...how you can improve...smiling no matter what is great advice."*

22. Be friendly! Everyone loves a friendly stallholder. Engage your customers. Make a comment or tell a brief story about something they might be looking at. If they have an interesting shirt or necklace on, comment on it. Compliments are a great way to break the ice!

23. Let your customers look at your products comfortably – they are more likely to make a purchase if you aren't watching them like a hawk or have a desperate 'dying for a sale' look.

*24. Smile! Please. Nothing worse than a sullen stall holder oozing general unfriendliness. Keep in mind that the impression we get of you at your stall is the impression we take away of your business. Be approachable and enjoy yourself! Take an extra minute to chat to customers when you have time, take the opportunity to talk to your stall neighbours and network a little bit if you can. Research who else will be at the market and support other handmade businesses too.*



**25. Remember... It's not just about the sales! Every market is also about you advertising and marketing your business, getting your name and products in front of people's eyes. You never know who will pick up a business card and contact you later. There's a lot more to your stall on market day than the sales you get.**

## **Marquee Hire**

### **S. E. Marquees, Weddings and Events**

139 Commercial St West

Email: m.latch@hotmail.com

Tel: 0433 213 083

### **Limestone Coast Party Hire**

Email:

Tel: 0418 847 204 or 08 8725 1290

## **GAZEBO STALLHOLDERS PLEASE READ**

Sand Bags are designed to provide stability for your pop-up canopy and **must** be used on each gazebo leg.

In wind gusts above 80km/h Gazebos are unsafe and should not be used.



### **OZtrail Base Pod Kit (water weights)**



### **OZtrail Set of 4 Sand Bag Kit Deluxe**

# Mount Gambier Library Market

## 2015

### Stall Holder Agreement

Stall Holders name: \_\_\_\_\_

Postal Address: \_\_\_\_\_

\*Email: \_\_\_\_\_

Phone (H): \_\_\_\_\_ Phone (M): \_\_\_\_\_

Description of Stall: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**PRICE PER MARKET—\$35.00**

**MARKET TIMES: 11:00am—2:00pm**

MARKETS	COST
1	\$35.00
2	\$70.00

**PLEASE TICK THE MARKETS YOU ARE ATTENDING**

**2015**

☐ January 11th

☐ February 8th

PLEASE FILL IN THE FORM BELOW AND SUPPLY APPROPRIATE COPIES OF DOCUMENTS	YES	NO
Stall holders to provide examples of work with photographs please attach copies with registration		
Are you selling food, beverage or skincare?		
If yes for food or beverage you will need Council approval as per the Food Act 2001  Food Business Notification Number from your Council _____		

PLEASE CIRCLE PREFERENCE	
UNDERCOVER	GAZEBO

*All fees must be paid on registration with copies of appropriate documents to confirm your position.*

**Fee of \$          paid**

**YES / NO**

**Staff Member:**

<b>Stallholder Responsibilities:</b>
Read and sign the Market Stallholder Agreement & Market Stallholders Permit
All pieces <u>must</u> be handmade & locally produced
Market Coordinator will be allocating spaces
NO mass produced or commercially made products
No Electricity provided
NO vehicles are allowed access within the market vicinity (all paved and grassed areas of the Cave Garden Precinct) without permission from the Market Coordinator
Market Coordinator will be making inspections to ensure the standard of the criteria is maintained
All stallholders are required to provide their own table , chairs and gazebos
No refunds are given to cancellations
All stall holders will be assigned to a numbered stall space after registration
To be responsible for the set up of the stall ** Please note the area your assigned undercover space is no longer than 2 metres**
Must arrive and set up within designated time
Responsible for their stall/display which must be supervised at all times
Must ensure that all goods/equipment for sale is safe and meets relevant safety standards and requirements
Must comply with industry standards relating to the activity and relevant regulation e.g. Food Handling Regulations
Interact politely and appropriately with event participants
Electricity connections – leads must be tagged and weather proof and away from public traffic areas
Beware of any areas of risk and ensure stall areas remain safe at all times
Must Immediately notify the library staff in the event of emergency
Must pack up at the agreed time and ensure there is no obstruction or inconvenience to the public or any other participant. The area is to be left as found following the conclusion of the market day
If needing to leave early for any reason notify the Coordinator in order to arrange for departure and moving of equipment safely
PLEASE NOTE that the above list does not supersede all other responsibilities, obligations, requirements and conditions that form part of your agreement to participate in this event.



The issuing of this permit is subject to :-

- A. The permit holder agreeing to the General Conditions of the permit as contained herein.
- B. The permit holder agreeing to all Special Conditions which the Council may determine.
- C. The permit holder paying the prescribed fee.
- D. The permit holder providing a copy of all appropriate insurances as required by either the General Conditions or Special Conditions of permit.

General Conditions of Permit

- 1. The permit holder agrees to indemnify and to keep indemnified the Council, its servants and agents and each of them from and against all actions, costs, claims, damages, charges and expenses whatsoever which may be brought or made or claimed against them or any of them arising out of or in relation to the issuing of the permit.
- 2. The permit holder, where appropriate, shall ensure that it is licensed or registered to carry out the activity authorised by the issuing of this permit.
- 3. The permit is not transferable.
- 4. The permit holder shall comply with and give all notices required by any Act of Parliament, Ordinance, Regulation or By-law relating to the activity.
- 5. No food or drink will be offered for sale by any permit holder without the prior approval of the Council.
- 6. Stalls and exhibitors sites will be allocated by the Council and no allocated sites may be altered without the approval of the Council.
- 7. The permit holder shall ensure that its site or sites are left in a clean and tidy condition at the end of the event. Failure to do so may result in cleaning fees being charged.
- 8. The use of power by permit holders shall not exceed that agreed to and approved by the Council.
- 9. This permit is liable to be revoked by Council if the permit holder fails to comply with a condition of this permit or may be revoked in any other justifiable circumstance.
- 10. If the permit holder requires vehicle access they **must** seek permission from the Market Coordinator. **Failure to do so may incur a penalty fee as determined by the City of Mount Gambier.**
- 11. The Library Markets are a City of Mount Gambier community event held for the purpose of promoting local artisans product and services. The Library Markets are not to be used as a campaign platform for political, religious or special interest groups and stallholders are reminded that the City of Mount Gambier reserve the right to refuse or revoke a stallholder permit if promotional activity extends beyond the direct promotion of their product or service.

I acknowledge that I have read and understand the permit conditions and agree to abide by and be bound by the said conditions.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (please print): \_\_\_\_\_



# Mount Gambier Farmers Market

local produce for local people

[www.mgfm.org.au](http://www.mgfm.org.au)

PO BOX 2347  
Mount Gambier  
SA 5290

2<sup>nd</sup> March 2015

Mr Daryl Sexton  
Director, Operational Services  
City of Mount Gambier  
PO Box 56  
MOUNT GAMBIER SA 5290

By email to: [SWilson@mountgambier.sa.gov.au](mailto:SWilson@mountgambier.sa.gov.au)

## **Re: Possible Future Use – Railway Lands**

Dear Daryl

Thank you for inviting the Mount Gambier Farmers Market ("the market") to meet with members of the Railway Lands Development and Management Committee on Friday 27<sup>th</sup> February. We appreciated your interest in our views.

As you know, the market was formed just over two years ago with the full support of the City of Mount Gambier, the Mount Gambier Chamber of Commerce and the Adelaide Showgrounds Farmers Market. Our rules require that all fresh produce and at least 30% of value added product is sourced from within 200 km of Mount Gambier. Our market aims to give residents, tourists and the broader regional population, a reason to come to Mount Gambier on a regular basis. It is a fun, community oriented weekly event. Its proximity to the city centre exposes attendees to the wide range of shops, restaurants and services available in the main street. We are an authentic farmers market, supporting and promoting the sale of quality produce grown on farmland in a way that respects the importance of sustainable farm practices. Unlike purchases at supermarkets, at the market there is personal interaction between consumers and growers. We create an opportunity for consumers to relate to how their food is grown, and what impact its production has on the environment.

The Library Precinct was originally chosen as the prime location for the market, as it is the natural centre of our community. The market would not have started without the use of the Library Precinct. We thank the City of Mount Gambier for the creation of this site. We feel this location is a fundamental reason for our current success.

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*local produce for local people*

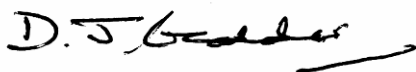
Over the last two years, we have seen steady growth of the market, in terms of stallholders and customers. We are now at the stage that a number of Mount Gambier residents use the market as part of their regular shopping experience. Tourists can also easily find the market, as they explore Commercial Street and "The Main". We believe the presence of the market each Saturday morning enhances the atmosphere of the Library Precinct. We feel the City of Mount Gambier has successfully improved this area (with its proximity to the Library, the Cave Gardens, the Main and Gallery) and created a hub where people like to come. There is a sense of community, which is a natural fit with the market. We expect that the market, combined with the James Morrison Academy of Music, will bring further life to the area between the Library and Commercial Street.

Following up on your questions to us last Friday about our market location preferences, ideally we need a site that:

- Is easily found by visitors and residents (such as being visible from the Library carpark, the Library and Commercial Street).
- Has ambience that allows community interaction.
- Has some shelter, particularly for those days of wet and windy winter conditions.
- Has access for power for those stallholders who cook food on-site, for cool storage and for cooking demonstrations.
- Has access to toilets.
- Has access to parking for stallholders, who have equipment and produce to move to their sites each Saturday morning. Some stallholders would like to operate from beside their vehicle.
- Has nearby customer parking.
- Has access to storage of market owned equipment (such as our small marquee, tables and chairs, and our barbeque) that needs to be set out every Saturday morning.

Thank you once again for inviting us to meet you and to listen to our market location preferences. We are happy to provide further information, if required, to the Railway Lands Development and Management Committee.

Yours sincerely

A handwritten signature in black ink, appearing to read 'D. J. Geddes', with a long horizontal flourish extending to the right.

David Geddes  
SECRETARY

### Mount Gambier Railway Market proposal February 2015

#### Timing

- We need at least 6 weeks of advertising to generate interest from potential stallholders and to create marketing momentum for the new venture.
- Market would run from 9am to 2pm each Saturday (to cover lunch period)
- Would have Grand Opening after a few week's initial trading.

#### Number of stalls

Aim for minimum 20 regular stalls within first 6 months of opening.

#### Costs

Rotary Club expects to set aside around \$30,000 for capital items and initial advertising costs.

Cost for stallholders depends on a number of factors..

- Rotary rental costs from Council (including use of electrical power)
- Whether stallholders supply own marquees, tables & chairs
- Possible extra insurance costs
- Cost of entertainment and public "attraction" packages
- Cost of advertising & promotion

#### Capital costs (Items will need to meet Council specifications)

- "Cafe" style windproof blinds along both sides of the Western platform. (Need to be vandal proof once raised). Possibly with railway theme printing
- Tie-down points for stalls
- Permanently wired PA system covering both platforms.
- Banners & signage
- Trestles, chairs & 3m x 3m marquees
- Possibly portable kitchen" for gourmet cooking demos (Could also be used by Fork & Cork" event.)
- Possibly railway wagon(s) for storage of market equipment (See link <http://www.atm.com.au/salecarriage.html> )
- Comprehensive First aid kit

#### Creative ideas to promote market

- Use Railway theme to "brand" the market (eg Start each market with loud train whistle, and dress Rotary "managers" in railway regalia)
- Weekly advertising in local media and in Council publications
- Regular entertainment by quality buskers (eg. Musicians from James Morrison Academy)
- Wine & food tasting sessions
- Monthly gourmet food preparation demos by schools etc (Stephanie Alexander schools, immigrant groups etc... featuring different ethnic food styles)
- Really good coffee/food stall as part of market or in Railway station
- Kid's activities such as Kite flying, billy cart races, & various competitions



### Rotary's role

- Advertising, promotion & branding
- Provide Public Liability insurance cover for overall market
- Provision of capital items (as listed)
- Manage weekly setup and pull-down
- Manage vehicle access for stallholders
- Operate PA system for promotions & information
- Pay rental to Council & collect stall fees
- Monitor stalls & infrastructure for OH&S issues
- Ensure compliance with Food Safety guidelines
- Provide First Aid response if required
- Organise entertainment & other activities to promote market

### Questions to Council

- When will the site be ready for occupation?
- What rental would Council expect to charge (including power use)?
- What is happening with old Railway Station ... will it complement or compete with Market?
- What exclusivity can we be guaranteed re the Saturday market "slot"?
- Would you want us to have the market somewhat "portable" if possible so we can set up at other venues for special occasions?
- What can you offer us in terms of storage for market materials (if required...see proposal re railway vans)
- Would Council want the market to develop the Railway theme? Including marquees, blinds, even rolling stock etc?
- Could Railway Terrace be blocked off each Saturday morning to allow for pedestrians & "car boot" traders
- Can we pursue the idea of locating railway carriage(s) at the platform?
- What permanent or temporary signage can be provided by Council or by Rotary at key locations to help visitors find the market?