



Stallholders' Newsletter

Willows Markets

25th October 2009

Stallholders' Representation

A stallholder reference group is being formed. The role of the group is to advise Rotary on operational and strategic issues affecting the operation of the three Rotary Markets. Stallholders self nominate to be on this group. Issues will normally be dealt with through email correspondence, although occasionally meetings may be held.

Other stallholders may ask members of the reference group to raise particular issues for consideration.

Stallholders wishing to participate on the reference group should contact Christine on the markets phone.

Insurance

Rotary is negotiating a stallholder insurance policy at the incredibly cheap rate of \$10 a year for those stallholders when they are at any of the Townsville Rotary Markets. It will not cover stallholders at other markets.

Market Events

Rotary proposed a Markets Events strategy aimed at increasing the public attendance at the Willows Rotary Markets from 7,000 a week to 10,000 a week within 12 months.

It is envisaged to have a special event for Willows Markets and Cotters Markets once a month. Some ideas for themes are Mothers' Day, Christmas, Healthy Kids, Cowboys etc as well as pursuing having schools and community groups putting on their own events. We are also looking at better signage on main roads and exposed, as well as a Markets' specific brochure.

Cruise Ship Markets

Cruise Ship Markets will continue to operate in Flinders Mall when a cruise ship is in town. Any Willows stallholders who would like to be notified when a Cruise Ship Markets is on, please let Christine know on the Markets phone.

Queensland Government Community Benefit Fund Grant

In February 2009, a grant was approved from the Community Benefit Fund to purchase Market Equipment for the Willows Markets.

The grant application was for a Wind-dancer advertising device (Shorty), a portable PA system, and a shade structure. As a result of the successful application all items were purchased and have been in use for over six months.

The advertising device has been in action since March, and has brought ambience and excitement to the Markets, as well as increased patronage. He stands by the highway every Sunday, beckoning everyone in. The PA system was used during the Global Warming Warriors competition where 6 local primary schools competed to encourage environmentally aware behaviours. The Shade structure was purchased has been a commonly used asset for events held at the Markets such as the Global Warming Warriors event.

Rotary wishes to acknowledge the support of Community Benefit Fund in purchasing these items.

