



## Stallholders' Newsletter Strand and Cotters Markets

27<sup>th</sup> September 2009

### Markets Management Transition

Council and Rotary have agreed that Rotary will take over management of the Cotters Markets from 18<sup>th</sup> October, and the Strand Night Markets from 6<sup>th</sup> November. If you would like to book for those markets or for markets after those dates, please call the Rotary Call Centre on 0417 721 822 between 9am and 3pm on business days.

### Price Review- Cotters Markets

The Rotary Management Committee has reviewed the stallholder prices in Cotters Markets. In line with stall prices at the Willows Rotary Markets and the Showgrounds Markets, standard stall prices at Cotters will rise from \$15 to \$20, and the price of a power connection will be \$3. The new prices will be effective from 18 October.

Price rises are never popular, but unfortunately they are occasionally necessary.

There are several reasons for this price rise:

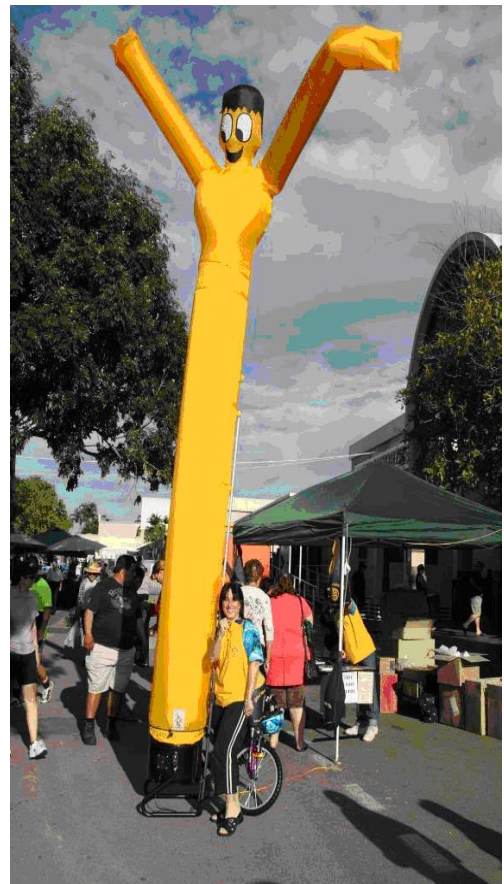
- (a) since the last price rise at Cotters in 2003, the costs of staging the markets- entertainment, advertising, equipment, printing wages in the call centre etc have all increased. Unfortunately it is a fact of life that costs are always increasing, they rarely go down.
- (b) the price rise will increase the amount of funds that Rotary can donate to community projects. Unless there are adequate returns, it will be difficult to sustain the level of effort required by the Rotary volunteers to make Cotters an even more wonderful markets
- (c) by keeping the prices consistent with the other markets we remove the risk of Cotters becoming the poor cousin to the other markets in Townsville
- (d) the additional funds will make it easier for Rotary to invest in the markets- eg maintaining the free web site, and operating the proposed events programme that will bring more patrons to the Markets

We do understand that some stallholders do not make a lot of money out of their stall operations, and that the additional \$5 may cause some pain. We observe that the stallholders at Cotters appear just as capable, motivated and commercially savvy as those at Willows, Showgrounds and the Strand, all of whom pay the \$20 or more stall fees, and prosper. We hope that Cotters stallholders will find a way to absorb the price rise and move forward to even greater success.

*What will you get for your money*

Rotary offers existing and potential stallholders at Cotters Markets the following:

- (a) over 200 Rotary volunteers with a wide range of skills working together to make the Cotters markets a greater success than it is now
- (b) excellent business systems to make the markets run smoothly for stallholders and public alike



- (c) a sophisticated web site presence with free stallholder ads that will provide marketing opportunities within and outside the markets
- (d) an events programme that will draw more visitors to the Markets (more about that in the coming weeks)

We commit to holding the price constant for at least twelve months.

### Website Project

The website project is taking shape. Rotary volunteers visited the Cotters Markets last week and took photographs of interested stallholders' product and helped stallholders write their free advertisements. You can visit [www.TownsvilleRotaryMarkets.com.au](http://www.TownsvilleRotaryMarkets.com.au) to see it coming together.



**Rotary Markets Director Bob Bartlett addressing the public stallholders' meeting.**

### Stallholder Representation

At the public stallholder meeting held on 28<sup>th</sup> August, the idea of having two stallholders on a management committee with Rotary and Council was raised. It was also suggested that Rotary would like a reference group of perhaps six stallholders that they could bounce ideas off, and get a stallholder perspective on proposed changes or policies.

Since then a number of stallholders have come forward to nominate themselves on one or other of these groups. To ensure fairness, we would like to give all stallholders an opportunity to nominate, and if more nominations are received than required, to run a small election to choose the representatives. We have therefore attached a stallholder nomination form and invite you to nominate to one or both groups.

*Please return completed nomination forms to a Rotary representative at the markets on Sunday no later than 4 October.*



**Stallholder Representative Nomination**

I would like to be considered as

- a stallholder representative on the management committee
- a stallholder representative on the reference group

The reason I think I would do a good job is

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(this information will be used on the ballot paper if we need to hold an election).

Name \_\_\_\_\_

Contact details \_\_\_\_\_