

MINUTES

The Rocks Market Small Business Association and Property NSW
(Previously Sydney Harbour Foreshore Authority)

Thursday 1 December 2016 10:00am – 11:00am

Gleeson Room, Level 6, 66 Harrington Street, The Rocks

ATTENDEES:

Moir Hay	MH	Director Events and Visitor Experience (Chair)
Penelope Daw	PD	Rocks Market Manager
Isaac Savariego	IS	TRMSBA, President
Alex Noble	AN	TRMSBA, Treasurer & Secretary
Peter Wing	PW	TRMSBA, Member
Caroline Mercer	CM	TRMSBA, Member
William Nuttal	WN	TRMSBA, Member
Alicia Bruce	AB	Rocks Market Coordinator (minutes)
Shane Garland	SG	Rocks Market Coordinator (minutes)

Item		ACTIONS	Due
1.	Welcome		
	MH Open meeting and welcome		
2.	Apologies		
	(TRMSBA, Member); Karen Driscoll		
3.	Previous Minutes		
	Minutes for 20 October 2016 – Accepted Minutes for 3 November 2016 - Accepted		
4.	General Business and Online Booking System		
	<p>PD An MS Excel sheet of email addresses of stallholders allowing their email address to be given to TRMSBA has been prepared. Property NSW Legal has requested that a further notification be sent to stallholders regarding this before the list is given to TRMSBA.</p> <p>IS Please confirm that a majority of stallholders voted in favour of extended Saturday trading leading up to Christmas.</p> <p>MH/PD Over 60% of casual and over 50% of regular stallholders indicated they were in favour of extended trading hours see minutes from 3 November 2016 item: 4 (available online in information tab)</p> <p>PD On Monday 28 November 2016, the online booking system had to be closed due to a server error affecting the normal weekend bookings. This had no relation to the new</p>	<p>PD to send approved email address to TRMSBA after final notification has been sent.</p>	

	<p>1.5m and 3m stall booking options which were part of a specially prepared “ad hoc” offering similar to those used for special events.</p> <p>PW Are these stalls sold monthly? Did the initial offer of 3m stalls include the new sizes for hot food stalls?</p> <p>PD The 3m and 1.5m stalls will be sold weekly for the immediate future and the hot food stalls were not included as they book through a different system.</p>		
5.	Stallholder Feedback on Changes		
	<p>(WM Joined meeting at 10:15am)</p> <p>PD Regular stallholder moves are now to be held off until the implementation of the “winter” cycle (end of daylight savings period). The proposed positions are to go out in January 2017.</p>		
6.	Social Media & Birthday Competition		
	<p>PD We have a Rocks Market Facebook page which went live yesterday 31 November 2016. We launched the social media page with a Birthday Competition, and as of just prior to the start of this meeting, there is already over 200 entries. A large amount of professional photography work encompassing many stallholders has been done and will be used on Facebook and Instagram to promote the markets. The Rocks Markets 25th Anniversary campaign commenced on 25 November 2016 and will continue until 30 November 2017.</p>		
7.	Next Media Famil		
	<p>PD A media famil was conducted on 25 November 2016 which included Rocks precinct retailers and stallholders at the Friday Foodie Market. The next Rocks Market media famil is likely to be sometime early 2017.</p> <p>TRMSBA early February is likely to be a good time for this to occur, perhaps linked to picnics in Dawes Point Park and/or Valentine’s Day.</p> <p>IS Will stallholders be able to post directly to the Facebook page?</p> <p>PD Stallholders will be able to submit content to us but the page itself will be curated by Property NSW.</p> <p>AN Who is running the social media programs on behalf of Property NSW? We are starting to get great participation within the market.</p> <p>PD Alison from The Rocks Market team is looking after the project in cooperation with our digital media team.</p> <p>AN/IS Can an easy to follow social media guide be prepared for stallholders with information like the correct hashtags, best times and location tag to be used etc.?</p> <p>PD Alison is currently looking into a social media guide for stallholders.</p> <p>AN I can prepare an introduction to social media book for stallholders which includes ideas on social media</p>	<p>AN Email social media ideas to Alison</p>	

	<p>engagement or give input to Alison, I have been active and my visits have doubles in the last month. Some new stallholders have upto 10,000 followers</p> <p>CM Can we have face-to-face social media training sessions for stallholders?</p> <p>PD I have been researching this and various specialists have varying ideas, it may be better to ask successful social media stallholders to run these.</p> <p>MH Can TRMSBA take the lead in offering social media support and training?</p> <p>AN We have a newsletter standing by, where we can promote this idea</p> <p>MH Property NSW can perhaps make some resources available to help facilitate this initiative such as venues for training rooms.</p> <p>AN Will prepare a "Dummies Guide" to help get people started.</p>	<p>AN to prepare "Dummies Guide" to social media</p>	
8.	Other Business		
	<p>PD/IS More feedback from stallholders has been received that being able to have their say via "Survey Monkey" has been a great thing and they want more of it.</p> <p>PW Will there be additional security for extended Saturday evening trade as the venues selling alcohol can get rowdy around this time.</p> <p>AB Yes additional security has been booked to cover this time.</p> <p>PW Can we have more specifics on what is planned for placing hot food stalls at the top of the canopy?</p> <p>PD The hot food stalls will be placed between the top end of the canopy and the pedestrian crossing.</p> <p>PW Can we look at improving the current trolley sharing system. A great deal of time is currently wasted walking all the way from the Lower Fort Street loading area to the Metcalf storage area to collect a trolley and then having to return the trolley to the storage area before someone else can use it.</p> <p>PD Yes we can look at improving the system of using trolleys.</p> <p>PW Will more garbage bins and seating be provided for new eating areas?</p> <p>PD Yes</p> <p>IS Is free Wi-Fi still being planned for The Rocks?</p> <p>MH Yes but it is unlikely to be rolled out in the short term.</p> <p>AB Websites and booking sites URL's have been changed from old SHFA to Property NSW, changes will continue in the new year.</p> <p>MH The name of SHFA (along with the agency) no longer exists.</p> <p>IS Is there still a board of directors?</p>	<p>TRM to look at improved trolley sharing system</p>	

	<p>MH We are now Place Management NSW a division of Property NSW the agency that sits in the Department of Finance, Services and Innovation cluster. Place Management NSW which has a board of four and looking for two more. The four Board members includes Sam Romaniuk who is our Place Management Chief Executive Officer, Brett Newman - Deputy Secretary, Property and Advisory Group, Chief Executive Officer, Property NSW, The Hon. Helen Coonan and Martin Hoffman Secretary of the NSW Department of Finance, Services & Innovation.</p> <p>IS Will all Board members be within government?</p> <p>MH That is up to the minister. The SHFA legislation remains unchanged, although the name Sydney Harbour Foreshore Authority has been removed and replaced by Place Management which is part of Property NSW.</p> <p>WN What is happening with Jack Munday Place?</p> <p>PD From Friday 9 December 2016 there will be a single row of stalls, it will be trolley in only as ports will manage the trucks driving through it 6am - 10am each day. From 15 December 2016 the first of the new mega-liners will start to arrive at the Overseas Passenger Terminal carrying 4,600 passengers more than ever before.</p> <p>IS What do the new Development Applications submitted to City of Sydney by The Rocks Markets entail?</p> <p>PD The additional areas that The Rocks Markets proposes to add to its footprint (Bligh & Barney Park, Dawes Point Park etc.) are mostly intended to be used on special occasions for food stalls.</p> <p>PD TRMSBA may still enquire with stallholders if they prefer to only trade till 5pm on 24 December 2016 rather than 6pm.</p>		
9.	Next Meeting and Meeting Closed		
	<p>MH Next meeting to be held at 10am on 12 January 2017.</p> <p>Meeting Closed and Happy Holidays</p>		