

MINUTES

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

Thursday 3 November 2016 10:00am – 11:30am

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

ATTENDEES:

Moira Hay	MH	Director Events and Visitor Experience (Chair)
Penelope Daw	PD	Rocks Market Manager
Isaac Savariego	IS	TRMSBA, President
Karyn Driscoll	KD	TRMSBA, Member
Alissa 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, Members); Alex Noble, William Nuttal, Caroline Mercer, Peter Wing		
3.	Previous Minutes		
	Due to quorum for TRMSBA members not been reached for this meeting, previous minutes cannot be accepted. CM and PW have submitted their changes to the minutes for 20 October 2016 which will be included. Minutes for 20 October 2016 and 3 November 2016 will be presented at next meeting for acceptance.		
4.	Results of Surveys to Regular and Casual Stallholders		
	<p>MH 2 surveys were sent to all regular and casual stallholders. One version was for regular stallholders only and one version was for casual stallholders only. The response rates were 61 responses out of 85 regular stallholders and 69 responses out of (approximately) 200 casual stallholders. The summary of respondents results/feedback was as follows;</p> <ul style="list-style-type: none"> Approximately 90% of regular and 50% of casual stallholder respondents understand the role of TRMSBA and know that TRMSBA represents all regular and casual stallholders in dealings with SHFA/Property NSW. <p>Many respondents also said they are happy to have their email forwarded to TRMSBA. Following from this</p>	PD to send out email to all	

	<p>SHFA/Property NSW will send all regular and casual stallholders an email notifying them that their email addresses only, will be supplied to TRMSBA unless they specifically opt-out of having their email address forwarded. It is hoped that this list of email addresses can be presented to TRMSBA by 21 November 2016.</p> <ul style="list-style-type: none"> • 40% of regular and 60% of casual stallholders expressed an interest in a choice of stall size options. • Approximately 80% of regular and 70% of casual stallholders did not want stalls grouped together by kind. • (Just over) 50% of regular and 60% of casual stallholders are interested in trading until 6:00pm on Saturday evenings during December. • Of the 61 regular stallholder respondents, 48 said they were not interested in moving their stall location however 27 of those said they would be interested in moving if certain conditions were met, while 33 said they are not interested in moving at all. An additional 12 regular stallholders said they were interested in changing their stall location. The 2 major concerns for regular stallholders about relocation were that; 1. Their regular customers will not be able to find them and, 2. Relocation would mean additional expense in refitting their stall setup to a new location. PD & MH will prepare communication in response to concerns brought forward in the survey. <p>Additionally many stallholders expressed interest in giving feedback via more regular surveys such as this one.</p> <p>IS We should solve the problems of the people who are unhappy rather than those who are supposedly happy to move.</p> <p>PD We cannot move just the people who are happy to move.</p> <p>MH We will also have to devise solutions for the people who are unhappy with moving.</p> <p>(10:30am Fire Drill occurs and meeting is relocated to the footpath on Harrington Street)</p> <p>MH The alternative strategy proposed by the TRMSBA association does not properly meet the audit requirements, i.e. move people who want to move and leave people who don't want to move where they are.</p> <p>PD Most regular stallholders are fine with the first small move proposed for each stall; it is the uncertainty of the 2nd</p>	<p>regular and casual stallholders</p> <p>PD & MH</p>	
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	<p>stage that is causing worry.</p> <p>(KD leaves meeting temporarily)</p> <p>IS There is much emotional entitlement felt amongst regular stallholders, even more than The Rocks tenants in some cases.</p> <p>PD No moves will be initiated now until January. Much of the emotion around this issue is driven by sensational rumours and talk between stallholders rather than what has actually been presented formally by Property NSW/SHFA.</p> <p>MH A new document will now be prepared based on the feedback provided in the survey.</p> <p>(10:45am KD re-joins meeting and meeting is relocated back to the Gleeson Room)</p> <p>MH We will now re-issue a letter to all regular stallholders. The changes will be implemented from January 2017.</p> <p>IS Perhaps a map can be produced to help customers find relocated stallholders.</p> <p>PD Perhaps a social media kit can be prepared for regular stallholders to use the relocation as an opportunity to update their web presence and let their customers know about the move.</p> <p>KD The proposed larger 3 metre stall size option has been received very positively by casual stallholders however concerns have been raised that getting a booking may become even more of a gamble than it is now, i.e. if they don't get a 3 metre stall they still want to be able to get a normal 2.4 metre stall. All markets are getting tougher and we don't want things to get harder than they already are.</p> <p>PD We may go ahead with other options such as 1.5m stalls and we will survey stallholders to seek their feedback on the varied size options.</p> <p>KD Spending habits are changing and depressing music can be damaging to sales. Buskers like Sam and Shayan have been great but sometimes buskers like Patrick can be a downer.</p> <p>AB All buskers performing within The Rocks Markets know they are required to work within the needs of the market.</p> <p>IS Music under the canopy is generally good but can be a bit repetitive i.e. play loop is only a few hours long before it repeats. Not a problem so much for customers but repetitive for stallholders.</p> <p>AB A monthly CD of the music is now received from the music provider which is both more reliable and of a higher</p>	<p>PD & MH New letter to be prepared and sent to regular stallholders</p>	
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	<p>quality than the reliance on the satellite stream alone.</p> <p>PD Perhaps TRMSBA can investigate the best types of music for a selling environment?</p> <p>KD Is “Australian Made” still a priority for The Rocks Markets?</p> <p>PD Assessment of products is weighted in favour of products handmade by the stallholder. Products designed by the stallholder but made overseas can also be accepted if they meet criteria and attain the required scoring.</p> <p>KD can we look at grouping handmade and Australian made products together, many visitors to The Rocks Markets are looking for these types of products?</p> <p>PD This type of thing is something we can certainly look at. Here is a demonstration of how casual placements currently work using categories. Pieces of paper showing only the stallholder's category and with the stallholder's name hidden from view are pinned to the various stall locations available according to how many bookings have been made in each category for that particular trading day. Once the positions have been filled the names are unfolded and revealed. Some relocations of pinnings may then be made for the following considerations;</p> <ul style="list-style-type: none"> • A stallholder has had an high incidence of receiving the same or very similar stall location in recent bookings • Particular stalls may have difficulty with space or attract an audience around them causing restrictions to traffic flow through the market • Proximity to a regular stallholder may be an issue in some cases and the regular stallholder does not have the facility to be moved on a day to day basis i.e. cases of product similarity/conflict <p>IS This system only remains fair while it remains anonymous, once you make a personal input to the positions it can no longer be considered unbiased.</p> <p>PD The system we use has been through review by 3 separate audits and has always passed requirements and been viewed favourably by the auditors.</p>		
5.	Other Business		
	<p>MH All stallholders were asked earlier in the year to give suggestions for the 25th birthday of The Rocks Markets in November. Only 1 stallholder (Lesley Chaston) responded with any suggestions. A 25th birthday campaign for The Rocks Market will be implemented through digital media channels. The Rocks Markets will have its own Facebook and Instagram accounts celebrating the jubilee. The pages will feature stories on various individuals who make up the</p>		

	<p>market including stallholders, buskers etc.</p> <p>PD Various upcoming months will be given their own titles with relation to retail activation. Some suggestions so far have included; “Nostalgic November”, “Very Merry Markets”, “Artful August”, “Springtember”. These concepts will be initially tested on the Friday market before they are introduced to the Saturday and Sunday markets. Activities may include competitions and tie-ins such as customers having to find particular objects with the precinct. These concepts will work together with the entire precinct.</p> <p>PD Who apart from KD is representing casuals within TRMSBA at these meetings?</p> <p>IS TRMSBA will meet to induct additional casual stallholders as board members?</p> <p>MH In summary;</p> <ul style="list-style-type: none"> • TRMSBA to come back to us by Monday 7 November with any additional comments in relation to the 20 October 2016 minutes. • Restate the relocation system including addressing the concerns of stallholders. To be sent to stallholders prior to next scheduled meeting on 1 December 2016 • Finalise outcomes of data received from surveys • TRMSBA to look into retail music suggestions from stallholders 	<p>TRMSBA</p> <p>TRMSBA to email any changes</p> <p>PD & MH</p> <p>PD & MH</p> <p>TRMSBA</p>	
7.	Meeting Closed		
	<p>Next meeting 10:00am – 11:00am Thursday 1 December 2016.</p> <p>Meeting Closed</p>		