

6.4 KYILLA COMMUNITY FARMERS MARKET - WAIVER OF FEES

Attachments: Nil

RECOMMENDATION:

That Council:

- 1. ACKNOWLEDGES the success of the Kyilla Community Farmers Market, and the efforts of the Kyilla Primary and Pre Primary Parents and Citizens Association Inc. to operate the Market over the last ten year period;**
- 2. APPROVES BY ABSOLUTE MAJORITY a waiver of the following fees and charges:**
 - 2.1 Reserve hire fees of \$8,788 per annum totalling \$43,940 over a five (5) year period;**
 - 2.2 Waste service fees of \$1,971 per annum totalling \$9,855 over a five (5) year period**

PURPOSE OF REPORT:

To obtain Council approval to waive the reserve hire and waste fees associated with the hire of Kyilla Park, North Perth for the Kyilla Community Farmers Market (Farmers Market) operated by the Kyilla Primary and Pre-Primary Parents and Citizens Association Inc.

BACKGROUND:

The Kyilla P&C is a not-for-profit organisation aimed at engaging and supporting the local community and providing numerous benefits to the school and its students. They have operated the Farmers Market for the past ten years following approval at the Ordinary Meetings of Council on 26 March 2013 and 16 October 2018:

The Council resolution on the 16 October 2018:

- Acknowledged the success of the Farmers Markets,
- Approved a permit to operate for a further five (5) year period subject to a range of conditions,
- Authorised up to four (4) Extraordinary Markets per calendar year that fall outside the normal timeframe subject to CEO approval; and
- Approved by absolute majority the waiving of reserve hire and waste fees for a further five-year period to the value of \$65,060.

DETAILS:

The Farmers Market operates on Saturday's between 8.00am and 11.30am with approximately 800-1000 visitors each week although some themed or special events attract between 2,000 and 2,500 visitors. Over the last ten years the Farmers Market has provided a way for the local community to engage and connect with each other and consistent feedback from attendees has demonstrated that people enjoy the family friendly environment and access to quality food and fresh produce.

Stallholders

Stallholders pay a fee to the Kyilla P&C to be able to operate their stall and the stallholder retains any profit. Commercial stallholders are charged \$55.00 per market for a 3-metre x 3 metre space. Community focused stall holders are charged a reduced fee of \$27.50 and charitable/local community stalls do not pay a fee. The funds raised from stallholder fees enables the Kyilla P&C to meet costs associated with Farmers Market operations including a Market Manager, equipment, and infrastructure. The funds raised also enable Kyilla P&C to contribute to the educational resources and learning resources for students at Kyilla Primary School. Recent purchases for the school include smartboards, iPads, classroom air filters and library furniture.

The existing Permit conditions enable the Farmers Market to accommodate up to 50 stallholders although not all stallholders are there each week. Stalls vary each week with a variety of offerings including fruit and vegetables, bakery and baked goods, coffee and juice vans, groceries including meats/cheeses/preserves, craft and homewares, plants, food vans and community/children's activities.

Community Initiatives

Local entertainers including school choirs, musicians and dance troupes regularly perform at the Farmers Market which provides opportunities for them to gain performance experience while adding to the atmosphere.

The City of Vincent has on a number of occasions had a stall to facilitate community discussions around various topics. The Waste team has been in attendance to promote and encourage FOGO, as well as increasing the amount of recycling bins at the markets. The Market encourages no plastic by selling reusable tote bags and stallholders sell sustainable products e.g., refillable, and sustainable cleaning products as well as honey and olive oil refills.

Themed markets are held to enable collaboration with other community events and organisations. Special themed markets are held for events such as Book Week, Halloween, Mother's Day, Father's Day, Easter, and Chinese New Year. The annual twilight Christmas Market is well received by the community with visitation up to 2,500.

Community Feedback

The Kyilla P&C regularly receives positive feedback from Farmers Market attendees and the broader North Perth community. The Kyilla P&C has not received any written complaints from the public, although they have received minor verbal complaints about the busker volume which they have immediately dealt with. The City received two written complaints regarding parking (2019, 2022). The Rangers team is aware of these and available to assist when needed.

The Kyilla P&C has established a contact phone for any complaints to be reported and the Farmers Market Manager deals with these issues immediately.

Farmers Market Operating Budget

The Farmers Market generates revenue from stallholder fees as well as sales from the Kyilla P&C stall. The funds raised enable Kyilla P&C to contribute to the educational resources and learning resources for students at Kyilla Primary School.

As per Council's previous resolutions, the reserve hire fees, and waste management fees associated with Kyilla Park were waived for the Kyilla P&C.

The waiver of these costs has proven essential for the Kyilla P&C to deliver the Farmers Market in a financially sustainable manner, and they have acknowledged the invaluable support and assistance provided by the City of Vincent.

Hire fees:

- Annually \$8,788
- Five-year period \$43,940

Waste fees:

- Annually \$1,971
- Five-year period \$9,855

CONSULTATION/ADVERTISING:

The City has held discussions with Kyilla P&C who indicated their desire to continue operating the Farmers Market. Administration will now deal with this as a hire permit application under normal business operations and delegated authority to the CEO.

Administration is not aware of any significant concerns or issues associated with the continued operation of the Farmers Market. Further community consultation is not required.

LEGAL/POLICY:

The following Policy is relevant to the Farmers Market fee waiver approval:

Council Policy – Community Funding Policy

The Community Funding Policy enables the waiving or reduction of fees for community groups, organisations, and individuals this is limited to an amount up to \$2,000 as per Council's Delegated Authority Register. Given that the proposed waiver for the Kyilla P&C totals \$10,759 per annum and \$53,795 over the five-year period Council decision making is required.

RISK MANAGEMENT IMPLICATIONS

Low: It is low risk for Council to support The Farmers Market as it has been in operation for ten years and demonstrated robust management processes during that time. The Kyilla P&C is required to hold adequate Public Liability Insurance and adhere to all relevant environmental health and reserve hire conditions.

STRATEGIC IMPLICATIONS:

This is in keeping with the City's *Strategic Community Plan 2022-2032*:

Connected and Healthy Community

We have enhanced opportunities for our community to build relationships and connections with each other and the City.

Thriving Places

We are recognised as a City that supports local and small business.

SUSTAINABILITY IMPLICATIONS:

This does not contribute to any specific sustainability outcomes of the *City's Sustainable Environment Strategy 2019-2024*, however Kyilla P&C aims to promote environmental, economic and social sustainability through the Farmers Market by providing local businesses with the opportunity to generate revenue and awareness, by providing fresh food and produce to local residents, by introducing organic waste bins and composting of market waste and by connecting the community through a locally focussed event.

PUBLIC HEALTH IMPLICATIONS:

This is in keeping with the following priority health outcomes of the City's *Public Health Plan 2020-2025*:

Increased healthy eating

By increasing the access to fresh fruit and vegetable options in a local environment

FINANCIAL/BUDGET IMPLICATIONS:

The proposed waiver of reserve hire and waste fees for the Farmers Market totals \$10,759 per annum and \$53,795 over the five-year period

COMMENTS:

Over the past ten years the Farmers Market has proven to be a successful and popular community event for the North Perth and broader Vincent community. The Farmers Market has enjoyed good attendances, received positive feedback from ongoing engagement with local community groups and businesses and has delivered important social benefits to the local community.

The Kyilla P&C has met all approval conditions and operated the Farmers Market in a responsible and sustainable manner. The funds raised have enabled Kyilla P&C to contribute to the educational resources and learning resources for students at Kyilla Primary School. Recent purchases for the school include smartboards, iPads, classroom air filters and library furniture.

It is recommended that Council approve the waiving of reserve hire fees and waste fees, allowing the Kyilla P&C to operate the Farmers Market for a further five years. The waiver of fees is essential for maintaining the market's financial sustainability, promoting community engagement, and contributing to the better resourcing of the school. Attendee feedback consistently highlights the appeal of the family-friendly atmosphere, reinforcing the market's positive impact on local connections.