



Mt Hawthorn Hawker Market Proposal

Market Season 2014/15



Local Arts & Community Events Inc

A not-for-profit group, helping to bring the community together!

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1. Introduction

1.1. Local Arts & Community Events Inc

Local Arts & Community Events Incorporated (hereafter referred to as L.A.C.E.) aims to support local community and build stronger, healthier communities through free community events.

Our members have demonstrated experience in Hawker Markets through the market management, marketing and accounts areas of the last successful season of the Maylands Hawker Markets. The Chairperson of L.A.C.E., Catherine Ehrhardt, was the Market Manager for the initial season of the Maylands Hawker Markets. She was responsible for marketing, bookings, mapping, planning, on night management etc. The Treasurer of L.A.C.E., Linda McCormack, was solely responsible for all invoicing and remittance advice for the Market vendors.

1.2. Proposal in a nutshell

The proposal is to use an under-utilised space for a weekly Hawker market. With encouragement from the City of Vincent, we have identified Axford Park, Mt Hawthorn as an ideal area to host the Mt Hawthorn Hawker Markets. We plan to involve as many local businesses and residents as possible. To reduce vehicular impact on the area, we will also run a strong 'Walk or Ride' promotion within the local community.

The season would run from on a Friday twilight from 5pm to 9pm, 7 November 2014 to Friday 27 March 2015.

We have plans to fundraise towards the next season of Hawker Markets with a community quiz night (to be held on Saturday 25 October, 2014) and have secured some sponsors for the coming season. We will also seek sponsorship within the Mt Hawthorn business community.

Stallholders will pay for their pitch – either by a flat fee or by a percentage of take donation – and all proceeds would be reinvested back in the local community via L.A.C.E.'s community events program.

The emphasis will be on quality gourmet food providers that appeal to a wide range of the community. The event will be like a mobile food court, with the potential to incorporate a complimentary market in the future.

Education, environment, health, community, sustainable and ethical trading are all strong values of the Mt Hawthorn Hawker Markets so, in addition to its traders' offerings, the Market will include:

- A funding opportunity for local not-for-profit groups through a no-fee-charge a site for a sausage sizzle with proceeds going directly to the not-for-profit group (eg Mt Hawthorn Primary School).
- A demonstration/education area that will allow chefs, health, and environmental experts to share information with the community such as seasonal cooking demonstrations and the like.
- An area dedicated to entertainment to encourage the social aspect and 'lingering'. This will be primarily for local talent/buskers/non-amplified music & children to showcase their talent.
- Opportunity for children's activities such as kids' art & craft area or kids' face-painting.
- Promotion of a "clean green" message in the community, contributing to local environmental sustainability by encouraging recycling, the use of biodegradable products and recycled materials.
- Walking and cycling will be strongly encouraged and public transport nodes identified & publicised.

On average it is estimated that there were between 150-250 people attending the Maylands Hawker Markets at any one time, with total attendance being approximately 350-600 over the course of the evening. A large portion of attendees were local families. We anticipate similar numbers for the Mt Hawthorn Hawker Markets.

We would like to run this market for an initial first season trial. Then, if successful, we would like to run it as an annual summer seasonal market (Nov – March each year). We seek approval to cover November and December 2014 and the whole of 2015. If the trial is successful, that will enable us to proceed with confidence to plan the next season.

1.3. Positive response

Views have been sought regarding the market via word of mouth and they have been positive. Interest has been expressed by a wide variety of food vendors and local community. We have also liaised with the Mt Hawthorn Hub who are very supportive of this initiative.

1.4. Media and promotions

The publicity and media coverage undertaken will be consistent and target the surrounding areas effectively. Media exposure will create interest and boost foot traffic to the area. Examples include the following:

- Website coverage – all what's on and events sites
- Perth Food & Market Bloggers e.g.: The Food Pornographer
- In addition Social Media will be actively used by building the Mt Hawthorn Hawker Markets Facebook site, City of Vincent Facebook page, LACE Inc. Facebook page, Maylands Hawker Markets Facebook Page (10,000 minimum reach) and e-news database and utilising the networks of all the stallholders
- Word of mouth via stallholders, local traders, ratepayers and residents will be invaluable
- It is proposed to erect 1 x 3m long banner facing Scarborough Beach Rd prior to the Market commencing. Directional street signs each Market Day will be placed at appropriate road junctions
- Brochures at strategic pick up points within the city and beyond, including City of Vincent venues e.g.: cafes, library, community centres, Tourism WA
- School newsletters for local schools

2. Requirements for Permit

2.1. Site Plan

See the Axford Park Site Plan overleaf.

2.2. Location, Time and Frequency

A weekly Hawker market on a Friday twilight from 5pm to 9pm. The season would run from Friday 7 November 2014 to Friday 27 March 2015.

2.3. Traffic Management Plan and Closure Permit

We do not propose any road closures. In terms of traffic management generally, we will work with the City to ensure adequate signage and will also strongly promote walking, cycling and public transport options.

2.4. Risk Management Plan

Draft Risk Management Plan submitted under separate cover (to be finalised in conjunction with City of Vincent feedback).

2.5. Public Liability Insurance

Certificate of Currency currently being arranged and will submitted under separate cover well in advance of the first Market.

We also require that individual stall holders to demonstrate that they have adequate cover in place.

2.6. Size and location of temporary structure/s

See attached site plan for indicative layout of structures. We envisage approximately 14-16 vendors. There are no proposed marquees larger than 25m² or stages lower than 600mm.

2.7. Stallholders

There will be approximately 14-16 vendors, selling food in the manner of an outdoor "food hall" for consuming on site in a family atmosphere. There will be at least one community organisation (running a sausage sizzle for fundraising), a demonstration/education area that will allow chefs, health, and environmental experts to share information with the community such as seasonal cooking demonstrations and the like, and an area dedicated to small scale entertainment (such as buskers).



- Entertainer
- Powered
- Unpowered
- overflow/overbook
- Power Supply
- Toilet (1)

3. OPERATION OF MARKETS

3.1. Indemnification

Upon acceptance of the use of the site, we undertake to hold the City of Vincent indemnified against all claims which may be made against them for damages or otherwise, in respect of any loss, damage, death or injury caused by, or arising out of, the use of the property of the City of Vincent.

3.2. Liquor Licensing

We understand that if alcohol is planned to be sold at the market, approval must be obtained from the Department of Racing, Gaming and Liquor.

3.3. Food vendors

We understand that every stallholder that intends to sell food product at the Market will need to complete a Temporary Food Premises application form at least 14 working days prior to commencing trade. They will need to demonstrate approval from the City's Health and Compliance Services section.

3.4. Food safety and hygiene

We understand that safe practices in food handling, cooking, storage and personal hygiene are essential to prevent food-borne illness. In keeping with food safety and hygiene standards our food vendors will:

- Trade in accordance with appropriate legislation, including:
 - Food Act 2008 and Food Regulations 2009 (These can be accessed from the following website: www.slp.wa.gov.au); and Australia New Zealand Food Standards Code (See: www.foodstandards.gov.au/foodstandards/);
- Complete and sign a checklist that states they have read and understood the fact relevant fact sheets "Food Safety in the City of Vincent" (Attachment 1) and "Health requirements for a Market Stall" (Attachment 2);
- Provide a copy of their food labels (if applicable);
- Obtain a Temporary Food Premises License from the City of Vincent prior to trading; and
- Provide a one-off Food Business Notification fee, as per the City's Fees and Charges Schedule.

3.5. Labelling

We understand that where packaged food is being sold vendors must:

- Provide a copy of their food labels to the City; and
- Comply with the appropriate labelling regulations in accordance with FSANZ. Labelling requirements include, but are not limited to, date marking, ingredients, instructions for storage and preparation, and advisory and warning statements.

3.6. Quality assurance

We understand that to ensure quality assurance when food is being sold, stallholders are only allowed to sell items listed on their original market stall application and must trade under the stall name as approved by the market manager and the City of Vincent.

If an approved applicant intends to change the name of their stall and/or the food products sold at the stall the applicant must make a submission, in writing, to the City seven days prior to the change taking effect. We understand that it is also our responsibility to notify the City if a vendor makes any changes from their original approved permit.

3.7. Seating and aisles

We do not propose to supply additional public seating.

3.8. Public toilets

There is one public toilet on site and as discussed in our initial talks with the City, we request an extra toilet facility to be provided on the night to meet the requirements.

3.9. Certificate of electrical compliance.

A certificate of electrical compliance will be completed and signed by a licensed electrician to certify the installation of all electrical equipment at the Market. As discussed previously, we seek the City's assistance to ensure there is an adequate power supply on the site.

3.10. Noise restrictions

We understand that the noise associated with the markets, including bump-in and bump-out, must comply with the "assigned" levels as stipulated in the Environmental Protection (Noise) Regulations 1997 and the City's Policy No.3.5.21 relating to Sound Attenuation. We do not envisage any noise problems.

3.11. Site safety and security

We have strong capability and protocols to ensure site safety and securing (see risk management plan).

3.12. Waste management and clean up

We request that suitable bins and an appropriate quantity of bins be provided and emptied by the City of Vincent, to facilitate the good housekeeping of the site and its boundaries.

We will ensure that post-market, items/materials on the ground and debris around bins is removed within 2 hours of the market closure. We have a track record of waste management and thorough clean ups.

4. FEES AND CHARGES

4.1. Stall fees and requirements

Under the Trading in Public Places Local Law 2008, fees are required to be paid by those wishing to hold a market stall within the City of Vincent. The fees are as follows:

Street Market Application Fee – As an incorporated community group, seeking to work in collaboration with the City of Vincent in a common mission to:

1. provide fresh, and tasty food to the whole community on a regular weekly, seasonal basis
2. provide a vehicle for small local businesses and cottage industries with creative and unique product offerings
1. contribute to the vibrant community of Mt Hawthorn in a positive way by providing a central meeting place creating a cohesive community spirit and a positive social experience to enhance the existing community
2. promote the clean green message in the community and contribute to local environmental sustainability
3. create opportunities for business to develop or diversify – both local and regional producers and potential stallholders
4. gather like-minded people together who share a common philosophy and are passionate about fresh produce, and multicultural foods

we request these fees be waived in accordance with clause 2.7 of the City's Trading in Public Places Local Law 2008.

4.2. Health Services Fees and Charges

We note that the owners of food stalls and vans are required to apply for a permit and pay a fee, which are revised each year.

4.3. Bond

We would like to advise that as a small non-for-profit group, we do not hold significant reserves. We will have adequate insurance, and will run the Market in a professional manner. We take our risk management plan very seriously and have left our other site in an exemplary state after each Maylands Hawker Market (where we do not pay a bond). We see our activities as extending what local governments can (and arguably should) do on their own in a spirit of collaboration. We understand there is a residual risk but request that bearing this be part of the City of Vincent's contribution to achieving the benefits to the community represented by this proposal.