

Markets & Fairs ORGANISERS CONFERENCE 2002



▲PHOTO: Lyn Rayner presenting a T-shirt to Carolyn Fyfe (Queen Vic Mkt)



▲PHOTO: Ramona (VIC) & Alyvia O'Day Kenar Robson in background.



▲ PHOTO: Corporate Governance Alexander Bailey.



▲PHOTO: George Glumac NSW



▲ PHOTO: George Glumac & Judy M Cumstie, Jeanette Glass back/g right.



▲PHOTO: Rob Hens, Ian & Zanette Brown, Catherine Blanche, Lyn Rayner, Carolyn Fyfe, Jeanette Glass, Yvonne and Peter Hughes at the Conference Cocktails.



▲PHOTO: Marion Berrington (from Adelaide)



▲PHOTO: Maria, Kerrie Reeder & Greg Mahon, in black at right is Andrew (The Rocks)



▲ PHOTO: Fire Dancer Daryl & Di Paulger

CONFERENCE SUMMARY

A hugely successful day enjoyed by all who went. Most of us met at the Flemington Hotel breakfast room for coffee and coissants, due to a little confusion, - not enough signage (which we will work on for next year) , we met others upstairs.

Kerrie Reader from Sydney Markets Ltd. started the day with an accurate run of the 24/7 operations at Sydney Markets. She was followed by the SML Security Operations Manager, Sean, who really gave an insight into the immense task of ensuring the safety of customers and stallholders.

Judy McCumstie - Glebe Markets, Wollongong & Kiama Markets gave a wonderful first hand insight into the workings of a market and coupled this with her vast experiences. Some notes from Judy's talk include:

- * Conflict resolution Skills - These skills are necessary for your sanity and smooth running of your market.

- * Respect - lead without being a bossy organiser with power. use your power well, be fair, stick to the rules, plans and principals.

- * Need A Vision - e.g if a food market, celebrate fresh food.

- * Objectives - be SPECIFIC to generate business. Use entertainment.

- * Have a business plan

- * Administration Skills - a computer and software, know how many stalls you need and how to allocate them. NB Market forces do prevail and people select. Supply and demand work for stallholder and market.

- * Have clear communication lines * Supply code of market rules to each stallholder.

- * Perhaps produce a market newsletter & bring up any problems in it. eg parking.

- * Licensing: Food, Entertainment (AARA), 2nd hand goods. * Policy of illegal and counterfeit products.

- * Promotion * Risk Management Plan * Entertainment * Waste Management Policy

- * Security & emergency plans - for stallholders & public's general health & safety.

- * Have a way of evaluating and allow for feedback & appraisal.

- * Market needs a structure, i.e its layout, stallholders, rent for space, financials, a community connection.

Market is cemented by a set of rules used by you. * Organiser can dress up - clown suit, easter bunny, Christmas.

- * Use a digital camera in relation to document crime & market infringement.

- * People skills. Judy draws on her experience of being stallholder, be open, listen to the problem.

- * Remember when dealing with stallholders - they are territorial. Measure up stall space and mark clearly to avoid territorial disputes. Also - regular stallholders demand and deserve (mostly) loyalty.

Judy's views on dealing with stallholders.

- * First timers need clear instructions eg: parking & stall allocation. Give printed rules.

- * Experienced stalholders can give trouble - some always encroaching on others space. Stallholders always tell you about their bad days but never their good. It is good to be able to get feedback on stallholders profitable days as this helps with your planning, but it is difficult to get them to tell.

- * Stallholder disputes are common - conflict seems inevitable. The success of outcome depends on how you handle it. * Illegal products - discourage them being sold, assist inspectors and police.

- * Problems with general public such as stealing, young children in gangs, etc.

The majority of the above views were backed later by **Marion Berrington from Adelaide** who had everyone

laughing and nodding in agreement as she gave a memorable talk on her market management experiences.

All delegates eagerly waited until the end of our conference to hear **Charles Pratten**, our guest speaker from **Rural & General Insurance**. Despite more than 20 years experience in the industry Charles was unable to alleviate people's fears, yet he was a very informative speaker. The insurance issues at the moment are unprecedented and unfortunately many of the delegates left more frightened than relieved!

Many organisers were interested in what **Ken Taylor from Trade Mark Investigation Services** had to say about the liability of counterfeit goods turning up in a market and what to do about it. He spoke of making policies on illegal goods in your market and ethical accountability. People were also very interested in what **Michael from Sydney Essential Co** had to say about product and stall presentation. Also **George Glumac from the Southern Highlands** and his ideas on advertising and his brochures with market location map.

Carolyn Fyfe from Queen Vic Market in Melbourne was a key note speaker on 'Market Week' in Melbourne, We are interested in instigating one for NSW to heighten the public's awareness that markets are for bargains and fun.

All delegates agreed on one thing and that is they will be back next year, to meet up with new friends and network at an opportunity that has never been provided to them before.

If you are interested in being kept informed please contact us with your details either phone: (02) 9311 3800 - Lyn, fax: (02) 9311 3855 or email: editor@marketsandfairs.com.au