



June 2014

December 2014

Minimarkets mid-year/**end-year** evaluation

"Minimarkets are to be established in the five schools of the WHYLD district and run on a rotation basis so that each school will host a market twice each school term. Markets will be held on Thursday afternoons from 3.30 until 5pm. Goods sold in the markets are encouraged to be homemade or home-grown and either bartered or sold. Stallholders should be residents of the WHYLD district and will be asked to pay a fee of \$10 for a market stall that will be donated in full to the host school. Community organisations such as CFA, Red Cross and sporting groups will be encouraged to attend and will be admitted free of charge. School students will be encouraged to run a stall that may consist of children's art and craft and/or produce from the school garden. Markets will be plastic bag free with promotional calico bags distributed and sold as well as a bag stall to promote the use of recycled cloth bags."

(Excerpt taken from Yarra Ranges Council Community Development Grant Application 2014)

Aims

- * Create a sense of community through bringing a wide range of groups together on a regular basis
- * Promote a sense of identity and unity for the residents of the WHYLD district
- * Bring community members together and encourage healthy social relationships
- * Encourage community collaboration and capacity building
- * Provide a venue for community members to sell homemade and home-grown goods
- * Provide a venue for community groups to promote their activities and raise funds
- * Encourage healthy lifestyle through purchase of fresh produce, home-made and home-grown goods
- * Support locally grown produce, local business and community groups
- * Promote green lifestyle by offering alternatives to plastic bags

WHYLD
communities working together
Woori Yallock, Hoddles Creek, Yellingbo, Launching Place, Don Valley

minimarkets

WHY SUPPORT MINIMARKETS?

- Homemade and home grown products
- Fruit & vegetables directly from a local resident & apples from the grower
- Bring your excess fruit & vegetables along to share in the Food Swap
- Pick up some vegetable seedlings or some flowering plants for the garden
- Taste the freshness of the fruit in locally made jams and conserves
- Bring a book to exchange in the Book Swap
- Grab a coffee and a cupcake and catch up with a neighbour
- Sausage sizzle – all proceeds supporting the school or CFA or local sporting group
- Meet members of Friends of the Helmeted Honeyeater/Friends of Hoddles Creek
- Plastic shopping bags are discouraged - BYO WHYLD bag or buy one at the market
- Support your local schools as all stallholder fees are donated directly to them

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 Email: whyld2012@gmail.com or call 5964 6857

Sites

School principals were consulted to select a suitable site to hold the minimarkets with the following factors taken into consideration: shade, shelter, visibility and parking for stallholders. Several other factors influenced the site selection and these were access for stallholders to set-up during school hours, access to toilets and after-school care programs. Electricity also became a consideration to prevent the use of a noisy generator by the coffee barista and enable homemade ice-creams to be made on site. In term two this issue has been temporarily resolved with the absence of the coffee barista and ice-cream stalls. At the end of term one it was not possible to find a suitable and accessible site at the Woori Yallock Primary School and so an alternative site was sought at the Presbyterian Church opposite the school. The two markets in second term have been held in the Church car park. The original site selected at Hoddles Creek Primary School was found to be too far from the main school buildings as well as being completely hidden from the road. The markets in second term have been successfully held on an asphalt area with full visibility from the parent pick-up area, drive-in access for stallholders to set-up and easy access to electricity (although this has not been required). The Yellingbo site, on a grassy area with drive-in access, shelter, electricity and visible from the road has been successfully used for the two terms, however difficult access for the June market, with the ground waterlogged and boggy after much rain, has deemed this area not suitable for term three. The Launching Place site meets most requirements however stallholders are required to walk a considerable distance from their cars to set-up and it is not visible from the road. The site at Don Valley Primary School has been able to meet all the requirements with successful markets however the lack of shelter will be an issue in the event of rain.



Hoddles Creek Primary School April minimarket

The first minimarket held in term three at Hoddles Creek was held on one of the coldest days this winter with an outside temperature of around 7°C. It was held in the multipurpose room of the school with just seven stalls, but was hailed as a great success by stallholders, parents and visitors. There was lots of ambiance and warmth, with people enjoying being indoors and many staying for the duration of the market. With wet weather forecast for the following market at Yellingbo, the principal was consulted about an indoor venue for their market and unfortunately this could not be provided and so it was decided to cancel the market. Future markets held during term three were held either indoors or under cover if there was a threat of rain. The Yellingbo market in August was held on an alternative site on the basketball court where parents drive through to collect children, and it gained more support than the markets in term two. Term four brought the prospect of warmer weather, and at times we were seeking shelter from sun rather than rain. The site at Hoddles Creek continued to work well and for the final market there in November we sought the shade of large pine & deciduous trees that dominate the front of the school. Rain still affected some markets despite it being summer and last minute changes to the site had to be made at the final market held at Launching Place, with it being moved to the front of the school under the shelter of the gazebo. It seems clear that both the site and weather can have a major

influence on the success of a market, and I foresee issues arising in the future unless stallholders are asked to provide their own form of shelter in the event of extreme heat and/or rain.



November (Christmas) minimarket at Hoddles Creek Primary School

Schedule

The minimarket schedule with markets held from 3.30 until 5pm on Thursdays has been generally well accepted and any chosen time for a market will have its limitations. Some stallholders have had difficulty attending all markets due to personal factors such as collecting their own children from school. Overall however, the length of time and timing of the market works for most people. One exception on timing has been made at Woori Yallock where it was learned only this year that students are dismissed at 3.10pm. This market time has now been successfully amended to 3 – 5pm in order to have the market set-up for school dismissal time. In first term there was one market cancellation at Launching Place on 27th February due to deaths in the school community and funerals either side of the market day. In second term the Don Valley Hall market scheduled for Saturday 21st June was cancelled by the hall lease holders (and liaison team for Don Valley). The lease holders would prefer to have greater flexibility with when they schedule their markets, but have guaranteed to run the other two markets scheduled with the WHYLD minimarket promotion material this year. Otherwise, all markets have been run according to the schedule rain, hail or shine, and fortunately we have been spared the rain and hail!

minimarkets

Dates for 2014
THURSDAYS 3.30 – 5pm

	Hoddles Creek Primary School	Yellingbo Primary School	Woori Yallock Primary School	Don Valley Primary School	Launching Place Primary School
Term 1	30th Jan 6th March	6th Feb 13th March	13th Feb 20th March	20th Feb 29th March Sat	27th Feb 3rd April
Term 2	24th April 29th May	1st May 5th June	8th May 12th June	15th May 21st June Sat	22nd May 26th June
Term 3	17th July 21st Aug	24th July 28th Aug	31st July 4th Sept	7th Aug 13th Sept Sat	14th Aug 18th Sept
Term 4	9th Oct 13th Nov	16th Oct 20th Nov	23rd Oct 27th Nov	30th Oct 6th Dec Sat	6th Nov 11th Dec

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In term three the rain and hail arrived and as already mentioned, there was one market at Yellingbo Primary School cancelled due to the inability to secure a suitable site for wet weather. In term four Yellingbo Primary School also had its October market cancelled, but this was done well in advance and omitted from the term four flyer. The reason for this cancellation being due to school commitment to the Wandin Field days that were held in the same week as their scheduled market. The Don Valley Hall market was cancelled again in term three by the hall leaseholders due to their inability to secure sufficient stallholders. Feedback from surveys conducted indicated that most people (73%) prefer Thursday as the market day with the current time schedule of 3.30 until 5pm. One exception to this was made for the Woori Kids Fest, which ran alongside the Woori Yallock minimarket held during Children's Week in October when the time was extended from 3 until 6pm.

Stalls

The majority of stalls in term one were established businesses selling food and drinks. This included the sale of hot drinks from a coffee barista and cold drinks with homemade lemonade. Homemade (100% fruit) ice-cream was available in the markets once electricity was secured. Fresh fruit such as stone-fruit, apples, nashi, plums, blueberries and strawberries were available in most markets. Unfortunately, despite one expression of interest in having a stall, there were no vegetables available in the markets during term one, with the exception of Don Valley School, and these did not sell. During term two, Launch Fresh was approached with the idea of selling Vegie Bags, with their produce packed into the WHYLD calico bags and marketed as Soup or Roast Bags for the price of \$10, and these are now available in the minimarkets and sell successfully. In term two we also lost the patronage of most of the seasonal fruit stalls, although fresh apples remain in the markets with the support of Finger Farm Sales. Homemade lemonade and ice-cream stalls have also left the minimarkets in second term due to two factors: the main reason being that neither party had public liability insurance and were being supported by the minimarkets and Yarra Ranges Council with their insurance, which could not be continued with the second reason being a foreseen drop in sales due to cooler weather.



Janet with her Black Leather Creek Farm organic produce at Hoddles Creek minimarket in February

Community Groups such as Friends of Hoddles Creek and Red Cross have supported most markets with their promotional and fundraising products. Most schools, with the exception of Woori Yallock have taken the opportunity to run a fundraising stall, some with a sausage sizzle or soup and others with a variety of cakes and drinks. The general feedback from Principals, parents and patrons is that these stalls are a huge success. CFA attempted to attend one minimarket with their fire truck at Yellingbo early this month, but got stuck at the entry and spent the entire market trying to get out! Friends of the Helmeted Honeyeater and Yarra Valley Landcare attended the first Yellingbo market.



February minimarket at Yellingbo with Friends of the Helmeted Honeyeater & Friends of Hoddles Creek

Term two has seen the introduction of a number of new stalls, ranging from handmade cards to hand strung beads. There is a vibrant craft stall, Island Heart with beautifully crafted items at affordable prices. Overall I think there are now a variety of stalls providing for general interest in the markets. Most markets have some type of food and drink to consume on site, fresh fruit and vegetables, an assortment of jams and preserves, as well as freshly baked cakes and pies to take home. Two different plant stalls cover for most markets and this term has seen the emergence of potted succulents in cups, mugs and teapots, as well as an activity on the side where kids can pot their own. A range of cloth bags in the markets allow patrons to choose from professionally produced crocheted and fabric bags, to simply sewn recycled cloth bags and there are always the WHYLD calico bags available.



Island Heart with stallholders Deb & Kylie at Hoddles Creek minimarket in May

Several new stalls joined the market circuit in term three & four, with hair accessories, tie-dyed clothing and Nutrimerics. Unfortunately, the hand-strung beads and succulent cups (and kids' activities that came with these) stalls stopped attending the minimarkets for personal reasons. Island Heart craft, Red Cross and Friends of Hoddles Creek have continued to support most minimarkets, and between these three stalls there is a wide variety of goods for sale together with the community/charity group support. I have been trying to develop a WHYLD craft stall where artists could have just one or two items on display to be sold on commission or made to order. Ideally artists could take turns to run such a stall, and contribute a shared stallholder fee for promoting and/or selling their work. There is one person, Ying

Tang, a previous stallholder whom I have spoken to her about doing this, as well as possibly having a kids' activity where they could paint their own card, as kids activities are now missing.

It was my aim to have a CFA presence in the markets for fourth term, and whilst they were not present in each market, Hillcrest CFA had a stall in the Woori Kids' Fest, with kids activities and truck; Hoddles Creek CFA brought their truck and an information stall to Hoddles Creek and the Yellingbo CFA brought their utility to Yellingbo where kids enjoyed spraying the water hose. Friends of Hoddles Creek have been well represented in the minimarkets throughout the year. Friends of Kurth Kiln attended an autumn minimarket at Hoddles Creek and a winter market at Launching Place. I have slowly developed the WHYLD stall in the market over the course of the year, filling the missing gaps with fresh fruit and vegetables, as well as kids' bags and games. Ideally we need a person dedicated to the WHYLD stall itself and this year it has not been practically possible, but I do hope to develop this further in 2015.



Australian Red Cross (100th Anniversary) with Connie & Sandra at Launching Place minimarket in August

Stallholders

Stallholders have been very supportive overall and strongly believe in the philosophy of the minimarkets. While they are always happy to have a successful market with good sales, this is not the only measure of success. Some established businesses sometimes tend to overlook the promotion and public relations aspect of the market. New stallholders are given a WHYLD calico bag with information related to the minimarkets inside. They are asked to provide a copy of their public liability insurance as well as contact information details. Stallholders who are emerging businesses have been supported in attending their first five minimarkets (ideally one at each location) by having their public liability insurance covered by WHYLD (with monies from the Grants) in an arrangement with Yarra Ranges Council and their Risk Management team. Regular communication with stallholders on a weekly basis generally takes the form of an email sent on Monday, inviting or reminding them of the upcoming market, and a text message sent on Thursday morning as a final reminder with any particular details or changes with site entry etc. Most stallholders have been very good at responding and communicating if they are unable to attend. Currently the stallholders in the minimarkets have developed a good rapport and are very supportive of each other at set-up and pack-up times as well as buying from each other and general camaraderie.



Stallholders Nora (Grolife Fertilizer) & Lyn (Cobradah Organic) at Woori Yallock Primary School February minimarket

I have continued to support several emerging businesses by supporting them with public liability insurance cover for the markets. In term three this included two school mums making hair accessories and another with succulent cups. In term four I supported tie-dyed clothing and 100% fruit ice-cream as they worked on requirements for food registration and insurance. There has hardly been a market when a stallholder hasn't cancelled on the day or day before a scheduled market, almost always with a valid reason as most circumstances in life are not foreseeable. Several stallholders however have supported many of the minimarkets throughout the year. These include Lyn Taber of Cobradah Organic, selling Eden seeds, vegetable & herb seedlings as well as seasonal produce; Connie Grogan & Sandra Cownley from Red Cross with their jams, knitted toys, hand-sewn items, handmade cakes & pies and Diane Packer from Friends of Hoddles Creek with their environmental information & newsletters. Other stallholders who have supported many minimarkets include Nora Jeff, selling Grolife fertilizer, but taking up beads as a kids' activity; Fiona Meeuwissen with her delightful succulent cups and Deb & Kylie O'Donnell from Island Heart with their beautifully crafted items and support of Vanuatu communities.

Support Team

Woori Community House (who are auspicing the project and responsible for administration and finance) have been most supportive of the minimarkets. Sonja Mazar (WCH coordinator) has been reliably available in providing advice and feedback, promotion and forwarding on potential stallholders. Chris Riseley (Yarra Ranges Council) attended the weekly markets throughout term one, and while his absence has been noticed this second term (due to extra work commitments) regular email and telephone communication with him has been invaluable. School liaisons have been difficult to find in some schools and at this stage both Woori Yallock and Launching Place have a single person with a limited support role for the minimarkets. Yellingbo and Don Valley Primary Schools both have a team of two dedicated and enthusiastic parents who provide support in promoting the market at their school as well as working to provide a fundraising stall on their market day. Hoddles Creek has a newly formed Parents & Friends group who have taken the fundraising stall on board with great success. This term I have been fortunate to find an enthusiastic new WHYLD resident who is keen to volunteer her services to WHYLD and has committed her support for the minimarkets for the remainder of the year. Her skills in information & computer technology will make her an invaluable asset in developing the Facebook page and Website for WHYLD including the minimarkets.



Liaison team Crystal & Sally for Yellingbo Primary School minimarket

School liaison support became almost nonexistent in the latter part of the year, with the exception of Don Valley Primary School parents, Andrea Murray and Lisa Supple (lease holders for Don Valley Hall). Unfortunately, these parents will not be available for this role next year as their involvement in the school will cease. I feel that an “insider” in the school is essential to the success of the market as it assists with promotion, site selection and the overall set-up and running the market on the scheduled day. While the school principals where markets are held remain in full support of the markets, the minimarkets are not a major priority in the management of the school and so communication, or rather, lack of it, can have an impact on the success of a minimarket. Sonja Mazar has continued to provide support with advice and attending evaluation meetings which have been held at the end of each school term. Chris Riseley managed to attend few more markets due to work constraints, but was always available for support on the phone or email, and also attended evaluation meetings. Sally Williams has attended numerous minimarkets providing moral and logistical support, as well as marketing through facebook and the website. While work constraints prevented her from attending markets during fourth term, hopefully a new work schedule for 2015 will allow her to be available on future minimarket days.



Sally Williams, my WHYLD support colleague at the Don Valley Hall Christmas market in December

Promotion

In January and early February 2000 DL magnet cards and term one flyers were hand delivered to WHYLD resident letterboxes by the liaison team, and I personally delivered these promotional materials in Hoddles Creek, Woori Yallock and Launching Place. The reason for this method of delivery was that the original method of using the local posties was not viable as they do not give receipts for such "additional" deliveries, and the courier company used by Woori Community House was not available for delivery in time for the first round of markets. It was a worthwhile exercise for me in getting to know many small roads and every nook and cranny of the larger housing estates. The courier system was successfully used for the delivery of term two flyers although I believe there were some smaller roads not covered by this system. Excess magnet cards and flyers have been made available through the sponsoring and supporting agencies: Woori Community House and Woori Yallock & District Community Bank as well as local businesses, schools and of course in the minimarkets.

Banners are hung on the weekend prior to each market, initially outside each school, but now they are hung at numerous sites to maximise visibility and exposure of the markets. It was to be the responsibility on the school liaisons to hang the banners, but currently the only school now doing this is Don Valley.



The WHYLD minimarket calico bags were distributed to schools prior to their first market, and on that day each school student was given their free WHYLD bag. It was hoped to include some bonus items in the bags, and some pens and balloons were obtained from the Bank, but supplies were limited to the first two schools of Hoddles Creek and Yellingbo. Practically it was a relief not to have more supplies as the logistics of putting the items into bags was a tedious and time consuming task for little benefit. Free bags were also handed out to patrons visiting the first of each market. The bags remain available for sale in the markets but to date only three bags have been sold in the markets for close to the cost price of \$3 each. Bags are also given to each new stallholder with their information "kit". During the first term break calico bags (with a magnet card attached and spares inside to take) were distributed to around 20 local businesses (petrol stations, milk bars, shops, schools and preschools) with the request to display them in a suitable space. I take note when in these places and have observed them still on display.

This term the calico bags have been used to market the Veggie Bags and each one sold earns back \$2 for the cost of the bag with a total of 25 bags sold so far. Kids WHYLD Bags have also been developed this term with the support of Country Gardeners Nursery who kindly donated over 100 packets of flower and vegetable seeds for inclusion in a type of show bag for kids. An application was made to Woolworths Supermarket in Yarra Junction to provide sponsorship (\$100) for these bags, but to date no funds have been forthcoming. I personally invested around \$150 of my own money to purchase colouring books (\$1 each), coloured pencils (\$1 per pack), savoury snack packs & Chupa Chups (at cost price from Foodworks Supermarket in Woori Yallock) and packs of small trinkets, to prepare 50 Kids WHYLD Bags in the calico bags. Each bag cost around \$3 to produce, and with the inclusion of a pack

of seeds they are valued at around \$12. The sale of each bag also brings back \$2 from the calico bag and 10 bags have been sold.

Schools have been asked to promote the minimarkets in their weekly newsletter and I have been unable to assess the success and reliability of this method. Most weeks I prepare a notice, with a photo and text promoting a regular market stall, as well as the poster formatted file of the banner, and request principals to include this in their newsletter. In first term I gave schools files of all the photos taken in the market for inclusion in their newsletter and prepared a collage of photos taken in their first market which was laminated and given to them to display. I see this on display at Hoddles Creek Primary School, but have greater access here than the other schools, as their casual relief teacher.

More recently, poster formatted versions of the banner were printed and laminated in A4 size and packages prepared with a poster for each of the minimarkets including Don Valley Hall. These were distributed to the five Primary Schools, Woori Community House and Woori Yallock & District Community Bank, with a request to display the market of the week in a prominent position. The Bank has been very supportive of this idea, and has been running this promotion since the beginning of the year, with the poster on the entry door. Woori Community House has allocated a window space for their poster and hopefully all the schools will soon follow suit.

A newspaper article based on the inaugural minimarket at Hoddles Creek was published in the Upper Yarra Mail in February. A request was made to include minimarkets in their "What's on" section, but I was advised that there are too many requests for this, and it may be posted online. I have not followed up whether this is happening. Yarra Valley FM has been advertising the minimarkets on a weekly basis during school term and minimarkets have been promoted on the WHYLD website and Facebook pages.

Schools go to market

By KATH GANNAWAY

FIVE primary schools along and off the Warburton Highway are turning their school gates into farm gates this year as part of the WHYLD community group's Minimarkets project.

Woori Yallock, Hoddles Creek, Yellingbo, Launching Place and Don Valley schools will take turns at hosting the markets each Thursday from 3.30pm to 5pm providing locals, and visitors to the area, an opportunity to stock up on fresh local produce and other home-made items.

The Minimarkets project evolved from the WHYLD community plan developed in 2013 and is supported by Yarra Ranges Council, Woori Yallock Community Bank and the Woori Community House.

Organiser Meryl Knoll said the markets aimed to encourage the sale of homemade and home grown products, and support local emerging and established businesses.

Previous markets have included homemade lemonade, apple slinkies, donkey rides for the kids and the opportunity for parents to stock up on fresh locally grown fruit including apples, stone-fruit, strawberries and nashi pears, as well homemade jams.

Ms Knoll said the added benefits were that community groups can promote and share their work, the schools benefit from the opportunity to run a stall and all stallholder fees are donated directly to the host school.

"There is a food and book swap, so everyone, young and old, can participate," Ms Knoll said. "Minimarkets are more than just markets, they are about bringing community together to sell, swap, share and socialise."

The next minimarket is to be held at Don Valley on 20 February



Meryl Knoll hopes for a big future for the WHYLD minimarkets.
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with Launching Place next in line on 27 February. The minimarkets will continue through to December including some Saturday markets.

For future dates visit www.whyld.wordpress.com or phone 5964 6857 for more information and to book a stall.

I was disappointed to find that many of the shops who I had asked to display the calico bag with magnet cards had either lost or couldn't find them, when I went to retrieve remaining cards in November. Disappointing also to find the A4 posters promoting the weekly minimarket were not being effectively used, with the exception of the Bank, Woori Community House and Launching Place Primary School. From the market survey conducted during term four it was interesting to note that 25% WHYLD residents did not recall receiving a flyer in their letterbox, and 51% of those that did were in term one (when flyers were personally delivered) with none recalling receiving a flyer in term four. This has reinforced my suspicion that the courier system of delivering flyers was not effective in reaching the WHYLD residents, perhaps because it was considered Junk Mail (not with Australia Post) and discarded, or that some letterboxes perhaps on smaller and more isolated roads were simply not reached.

Patronage

Raffle tickets were handed out in the term one markets to adult visitors as a way of counting attendance in the minimarkets. The average adult attendance over the eight markets held during term one was 30 and term two was 17. Patronage has clearly dropped in second term with the only reason seeming logical for this being the cooler autumn and now winter weather. Being at each market I have noted that there are regular attendees, and while there is no evidence to support this claim, I do feel that those who visit are staying longer than at the earlier markets. Perhaps there is now more interest in the current stalls, and people are enjoying their time in the market. Certainly, the informal feedback I receive from patrons is always positive, and there seems to be more of this "community" feeling now in the markets.



Don Valley Primary School February minimarket

Visitor numbers to markets continued to decline in term three, with average attendance dropping to 13 adults and only increasing up to 17 in term four (excluding Woori Kids Fest and Don Valley Hall). It is clearly noted that when there is school involvement in the market, with a fundraising food stall such as a sausage sizzle or cup cakes, there is greater support from the school community. Similarly, when there are school parents running a stall in a market, the market is better supported. I anticipated visitor and stall numbers to increase in fourth term, but it seems to be such a busy time of year that many people simply don't have time to attend markets either as stallholders or visitors.



Launching Place Primary School November minimarket

Budget

A Community Development Grant for \$8000 was received from the Yarra Ranges Council and \$3636 has been received from the Woori Yallock & District Community Bank. To date a total of around \$10,500 has been spent on design, promotional materials and delivery of flyers, incidental stationary items and public liability insurance. The remaining budget of approximately \$1200 has been allocated towards printing and delivery of flyers for term four and public liability insurance. It is anticipated that a small but steady income will be generated from the minimarkets each week, with the ultimate aim that they can become self-sustaining with promotional and administrative costs.

In this latter half of the year the remaining budget has been spent on flyers and delivery for terms three and four, with sufficient funds remaining to have flyers printed for promotion of the minimarkets which will continue in term one of 2015. There was also sufficient funds to have a generic minimarket banner produced, with two large plastic pockets that can be used to add both dates and venues and be a more versatile method of promoting the minimarkets in the future as I foresee them running alongside other events and in venues other than the five Primary Schools.



The sale of vegie bags & apples, kids' bags & calico bags, as well as some stallholder fees (markets held at Woori Yallock now have the stallholder fees shared equally between the Church and WHYLD) and insurance contributions have seen the minimarket revenue raised gradually throughout the year to \$700. This revenue includes the sale of 25 calico bags for \$3 each raising just \$75. In hindsight, my estimation for the sale of 1000 calico bags to raise \$3000 was at the best highly optimistic. I thought that people would embrace the minimarkets and their plastic bag free concept with enthusiasm. I thought attendance would be far greater and that the markets would grow and thrive within a year. However, the sale of 101 vegie bags and 43 kids' bags equals the sale of 144 calico bags and revenue of \$288 for the minimarkets. With still 1000 calico bags remaining I anticipate them to be used in a variety of ways in the future that will have the minimarkets self-sustaining, as they already will be from 2015.

Conclusion

Overall I feel that the minimarkets have been successful in achieving their aims, some to a greater degree than others. Of the 40 markets scheduled for the year only five markets were cancelled. There have thus been ample venues for community members to sell their homemade items and home-grown produce, and for community groups to promote their activities and raise funds. Friends of Hoddles Creek and Red Cross attended 85% and 77% of markets respectively and I believe these two stalls are a major asset with their environmental/conservation and charity/fundraising focus. The Red Cross stall raised the sum of \$1400 in just the second half of the year when markets were generally quieter with no figures are available for the first half of the year. Friends of Hoddles Creek have handed out numerous copies of past and current newsletters as well as brochures obtained from Yarra Ranges Council on indigenous plants and environmental weeds. CFA as previously discussed attended just three markets in term four and are also a great asset to have when they can be available, being one of the main

community focused groups outside of the Primary Schools in each of the WHYLD townships. No sporting groups came to the minimarkets, although there were no formal invitations made for them to attend. Eastern Health has already booked a stall for term one markets to promote the redevelopment of the Healesville Hospital.

All schools with the exception of Woori Yallock held a fundraising food stall at the majority of their scheduled markets. Schools seem to be the best venue for the markets and most have been very supportive. A total sum of \$1540 was raised from stallholder fees throughout the year with the majority of this going to schools. There are now a small group of stallholders committed to the markets, although it is a constant challenge to find enough stalls that are in keeping with the minimarket philosophy. From observations and evident also in weekly market photographs there are regular visitors at individual markets, 60% of these being part of the school community with few attending other markets. In the market survey conducted during November 34% of all responses and 45% of the respondents listed community-family-friendly-people as something they liked about the minimarkets.

In the absence of a strong support team it has been difficult to promote the WHYLD element and create a sense of unity for residents. In term four a WHYLD pamphlet was developed and distributed as much as possible but personal constraints in the markets prevented much discussion with market visitors. A "Welcome to WHYLD Country" banner has now been produced and is used in markets wherever possible to promote the WHYLD cause. Community collaboration and capacity building are difficult outcomes to measure and I don't believe the "sense of community" that has been evident in some markets can be considered in the true meaning of these terms, but I feel that given more time this type of market has the potential to provide the place for stronger community development. Healthy social relationships have developed over time in the markets, particularly between stallholders during the quieter markets where there is ample time for dialogue and discussion, sharing, shopping and socialising.

Visitors in the markets enjoy the minimarket theme of home-made and home-grown with 16% liking the organic-local-fresh food element of the markets and 32% wanting to see more of this. Close to 20% of responses stated they would like to see more people and more variety in the markets, with almost 50% of responses stating that there were not enough people and stalls in the markets as the major negative aspect of the markets. A total of 47 different stalls (20 established businesses, 13 emerging businesses and 14 community groups) have been present in the markets over the course of the year with the majority of stallholders being WHYLD residents. The average number of stalls in each market was 9 with all markets having at least one community group and most markets supporting an emerging business. Most of the produce sold in the markets has been locally grown with the exception of the vegie bags. Stallholders have been respectful overall of the plastic bag free policy and make use of paper bags when required. Regular visitors generally remember to BYO bag and a variety of cloth bags have been available for sale in the markets.

As a community group represented in the minimarkets WHYLD is now successfully supporting both fundraising and community activities through selling vegie bags, kids' bags and apples as well as the book swap. We have tried to fill gaps where there were not the desired products available from other stallholders, and anticipate that this will be extended into the future markets as there is now a lack of kids' activities. I will be providing 50cent lucky dips for kids and will also be collecting the required materials for a bead stall and will look for someone to run this in each market. I am also developing the WHYLD craft stall by approaching local artists to display some of their pieces to promote and possibly sell. Eight markets have been scheduled for term one in 2015 and I look forward to the challenge of providing successful minimarkets for the WHYLD community, whether they are stallholders or visitors in 2015 and for many years into the future.

Meryl Knoll
WHYLD minimarket coordinator
December 2014

Recommendations

1. Continue to run markets in the current five locations – four schools and one church
2. Run minimarkets only in term one and term four in 2015 (during daylight saving time)
3. Use remaining grant funds to print flyers with dates for term one of 2015 as well as printing a versatile minimarket banner with two large plastic pockets for dates & venues
4. Change the rotation of markets to reflect the WHYLD acronym
5. Continue to run minimarkets on Thursday afternoons from 3/3.30 – 5pm in 2015
6. Register the minimarkets on the events calendar with Yarra Ranges Council
7. Book the banner pole at Woori Yallock to hang the generic market banner
8. Continue to develop the Website with information about stallholders
9. Regular feedback & posting of photos on Facebook page
10. Continue to support selected emerging businesses with public liability insurance
11. Retain the \$10 stallholder to be charged at the discretion of the coordinator
12. Encourage greater attendance from different Community Groups
13. Encourage a school stall at Woori Yallock minimarket
14. Develop a WHYLD craft stall to showcase/sell work from local artists
15. Continue to sell vegie bags, kids' bags & apples and introduce 50 cent lucky dips
16. Develop a market model to encourage and strengthen "community"
17. Actively seek volunteers to assist with the minimarkets and WHYLD activities

