



NAME OF POLICY: Council's Role in Markets

POLICY MANUAL: Governance

GENERAL

Events and markets form an important part of community life and are a tourism attraction, provide a cultural experience and a general recreational outlet, adding to the character and *sense of place* that makes the City an attractive place in which to live, work and recreate.

Market operators and members of the community approach the Council from time to time, seeking support to establish or further develop a market or similar event.

This Policy sets out the Council's role in relation to markets within the City.

DISCUSSION

Markets play a large role in community development and tourism program.

Research indicates that:

1. a large number of Councils in South Australia recognise markets as tourism and community events rather than as a venue to promote general business;
2. Councils are offering in-kind promotional assistance by placing information about markets on Council websites and other information which is distributed;
3. according to the research, the most stable and popular markets are not created, they evolve organically from citizens and stallholders seeking a location to sell their products;
4. markets that have been artificially created by Councils, have difficulty in maintaining community and consumer support as they are seen to be contrived;
5. Councils generally offer in-kind support in areas such as assisting with the provision of sites (ie Council owned land), publicity and assistance with the co-ordination of car parking' and.
6. Councils generally have little or no involvement in the general management and/or development of the markets.

An effective action for the Council would be to investigate small or emerging markets or events in the City of Norwood Payneham & St Peters and support them for growth, promotion and community participation through in-kind assistance. This would include providing advice on car parking, assistance with site location and management, and in-kind advertising through Council publications, such as *Look East* and the Council's website.

The establishment and development of markets is not a key priority for a Council but is an action brought about by the community and stallholders.

The Council is also aware that if it supports the establishment of a market, then other organisations seeking to establish or promote markets or events may be looking for similar support with funding, promotion and operations. Should the Council have a role, it would need to carefully define what the focus of a market is, as it opens up the debate of which events and markets the Council should support.

As such, the Council will seek to support markets and events through operational and in-kind assistance including advertising, coordination of car parking and site location.

KEY PRINCIPLES

This Policy is based upon the following Key Principles:

- To foster a *sense of community* through the encouragement of community initiatives and involvement.
- To encourage the development and sustainability of recreational and cultural tourism attractions.
- To support the character of the City as a desirable place in which to live, work and recreate.

POLICY

1. Markets are recognised by the Council as being associated with tourism and events which provide a community and/or tourism benefit.
2. The Council will offer support and advice to prospective market operators regarding the operations of a proposed site regarding the following:
 - co-ordination of car parking;
 - accessibility for patrons;
 - appropriate signage in accordance with the Council's guidelines and relevant legislation; and
 - advising prospective market operators of relevant legislation and insurance matters.
3. Community facilities which are available for hire may be considered for use as market locations in accordance with the terms of hire and the relevant sections of the *Local Government Act 1999*.
4. The Council will provide support in communicating with key stakeholders including the Department for Infrastructure and Transport (DITI), relevant associations and community groups in order to minimise potential stakeholder conflicts and any negative impact on surrounding established businesses and residents.
5. The Council will provide in-kind assistance with the promotion and advertising through Council publications (i.e. *Look East*), and the Council's website.
6. Provision of in-kind assistance with promotion and advertising in any appropriate external publications that the Council is utilising for promotion and tourism.

REVIEW PROCESS

This Policy will be reviewed within two (2) years of the of the adoption date of the Policy.

INFORMATION

The contact officer for further information at the City of Norwood Payneham & St Peters is Council's Manager, Economic Development & Strategic Projects, telephone 8366 4509.

ADOPTION OF THE POLICY

This Policy was adopted by the Strategy & Policy Committee on 1 March 2004.
This Policy was reviewed by the Council on 3 May 2021.

TO BE REVIEWED

March 2023