
**MM9/16 EASTWOOD NIGHT MARKETS - The Mayor, Councillor
Jerome Laxale**

File Number: COO/15/1/10/2 - BP16/659

Following consultation with the Eastwood and West Ryde Events Committee, an investigative report was presented to the Works and Community Committee Meeting on 5 August 2014 and included assessment of suitable town centres with consideration to space, toilet facilities, power, vehicle access, potential road closures, and impact on local retailers. It also included funding models, and the results of the Economic Development Survey to guide decisions for Council to consider. As a result, Eastwood Plaza was put forward as the recommended location.

Council resolved to continue to work with the Eastwood and West Ryde Events and Promotions Committee to set the terms and conditions for the operation of a market and invite Expressions of Interest for a successful contractor to establish a regular market along with presenting results of the consultation with local businesses to be reported back to Council.

An Expression of Interest was advertised in February 2015 and Council received two submissions for a 12 month period. The recommended contractor Creative Project Direction was nominated as the preferred provider in a report to the Works and Community Committee Meeting on 20 October 2015. The Eastwood and West Ryde Events and Promotions Committee endorsed the contractor for a 6-month trial and sought Council approval for the same.

At its meeting of 27 October 2015, Council unanimously endorsed the trial. The trial commenced on Saturday, 14 November 2015, with Creative Project Direction as the contractor.

The markets have run every weekend since November 2015. The Contractor has covered the costs to operate the festival including waste services and collection, an additional hour for parking security within Eastwood Shopping Centre from 9.30pm - 10.30pm, and provided children's entertainment such as face painting, jumping castle, animal farm, balloon twisting, and musical performances.

Electricity costs to Council have been estimated at \$4.68 per event.

The six-month trial has been successful with minimal complaints received. A complaint was received via social media in regards to cigarette smoking in the vicinity. Since this time, Council endorsed the Plaza to become smoke-free on 12 April 2016.

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It has been brought to Council's attention via Councillor Deskhel that a food stallholder with a BBQ-style cooking emits smoke and this is affecting a nearby outdoor dining area. This stallholder has been warned and the Contractor has taken the steps to exclude this stall from participating in the markets.

It is noted that on occasion, once stalls have completed their setup some have started trading prior to the agreed 4.00pm start and these have also been warned. The Contractor is aware of these issues and has put in place measures to regulate this.

During the 6-month trial the Contractor has proven to deliver regular well-attended markets with a focus on food and family-based entertainment and addressed any issues raised to ensure the ongoing success of the markets.

As a result there has been a boost to the night-time economy of the area and the vibrancy of the town centre has been enhanced.

RECOMMENDATION:

- (a) That Council approve the continuation of night markets at Eastwood Plaza on Saturdays until June 2017, excluding days Council activities are planned like the Granny Smith Festival.
- (b) That Council undertake community consultation during this time, with the view to formalise an agreement with the Contractor.
- (c) That Council promote the markets through all regular media channels.

ATTACHMENTS

There are no attachments for this report.

Report Prepared By:



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The Mayor