

BALLARAT SWAP MEET

RESPONSE TO SITE HOLDER CONSULTATION MEETING

On Saturday 26th May 2018 members of the Ballarat Swap Meet Board met with a group of Swap Meet Site Holders to discuss issues surrounding the 2018 Event. At the very outset, I would like to express my gratitude and thanks to those Site Holders who took the time to meet with us and to participate in a frank and open discussion on the event.

The Ballarat Swap Meet Board and planning committee have two main objectives: the first is to provide a safe and enjoyable event for Site Holders to display, sell and exchange goods which in turn leads to our second objective and that is to run the event as economically as possible to return a profit for the combined charities of Rotary, support community groups in Ballarat and provide an economic benefit to the City.

We, as the organisers of the event, rely on Site Holders to make the Swap Meet attractive to the public to ensure ongoing patronage and generate opportunities to sell goods and at the same time increasing profitability. Each aspect is mutually reliant on the other and from this perspective the opportunity to have site holder input into our reviews and debriefs was very valuable.

The meeting on the 26th May covered an entire range of issues and general matters relating to the conduct of the Swap Meet. The Planning Committee undertakes to consider the suggestions and proposals put forward by the group and where possible will implement them into the arrangements for 2019 and onwards. The following table provides a summary of the key points arising from our consultative meeting: -

Issue/concern	Consideration for next event
Site design and layout	Minor changes will be considered for improved layout particularly for "Cars for Sale area"
Toilets and Showers	<p>Our undertaking is that there will be no reduction in the total number of toilets and showers available for site holders and public use. But we will review the opportunity to increase the number of "Urinals".</p> <p>In addition, the contractors will be consulted in respect to an increased cleaning program to provide a better outcome</p> <p>Further, the positions of toilets and showers will be reviewed to provide a more even spread</p>
Pre-event communication and method	Email and website contact was the preferred communication method. The Swap Meet planning will endeavour to have the site holder information distributed earlier for more efficient planning and travel opportunities
Site holders felt that some volunteers were not	To overcome this apparent lack of information

well informed.	the Planning Committee proposals to reduce the number of Marshalls and replace them with "Internal Traffic Wardens". Plus, the volunteers will be provided with more specific instructions regarding entry/exit methods, times and gate usage to avoid confusion.
Site holder "Bump in/ Bump out"	Committee to review the "Bump in" arrangement to reduce delays and to provide a more orderly approach. We undertake to review "bump in" times and "bump out" arrangements and to advise site holder pre-event. A flexible approach will be adopted where our event licence permits
Internal traffic controls to minimise disruption and cope with "Early Leavers"	The expectation that site holders remain on site until 4pm on day 2 of the event remains. However, in our planning processes we undertake to review the arrangements to cope with early leavers and to advise site holders "in advance" on which gates will be open and when. We also hope to increase the number of exit gates from 4pm on day 2 to accommodate increased departure volume
External traffic controls	The locality of the Ballarat Swap Meet makes it difficult change external arrangements. However, we propose to review options for alternative routes, particularly for those who have the capacity to use alternative routes and backroads. Increased consultation with Traffic Management providers, Vic Roads and the City of Ballarat will be undertaken
Site holder consultation felt the 2018 event lacked advertising and promotion	A review of the marketing strategy will be undertaken with the intent of greater exposure and the opportunity of greater patronage all round.
Consider a designated car park for Site holders vehicles	Planning will explore the possibility of providing a designated area for overflow site holder vehicles (external to main Swap Meet site) in the hope that this will reduce internal traffic movement
Date, days and trading opportunities	Discussion was held on the issue of the best trading days. Many felt that the existing arrangements of Thursday "bump-in" and Friday/Saturday trade was best whilst others felt that Saturday/Sunday trade would be better.

	The Committee has determined that there will be no change for 2019 but undertake to survey site holders and patrons to gauge expectations for 2020 and onwards.
The question of increased site fees was canvassed.	In respect to this issue the Ballarat Swap Meet provides a public liability cover for every site holder for injury only. There is no product cover included. The requirement for increased public liability is linked directly to our Event License and without this cover the Swap Meet will not be granted approval to proceed. Hence the necessity to increase the fees.
Early leavers and lower patronage on Day 2	Site holders leave early on day 2 because of low patronage. Patrons advise that they don't come because site holders are leaving. The Swap Meet Committee are exploring different attractions in an endeavour to increase public attendance on Day 2.

Once again, I thank those who participated in the consultative meeting and I trust that this feedback and scope of the things being reviewed because of your input is of benefit to you and other site holders.

At the meeting there were many other minor issues discussed and these will also form of our event planning hence forth.

Regards and thank you.

Lindsay Florence

Chairman

Ballarat Swap Meet Board