



**Traders Advisory Group  
Meeting Minutes  
Market Office, 2.30pm on  
Tuesday 4 September 2018**

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**Attendees**

**TAG:** Chair, Bill Howison (BH), Frank Turtur (FT), Frank Mitolo (FM),  
**ACMA:** Paul Thorne (PT), Dominic Lagana (DL), Brett Chalmers (BC), Michelle Burgess (MB),  
Alisha Peeters (AP), Jessica Sheridan (JS), Liz Pashalidis (LP)(Minutes)  
**Apologies:** Arthur Kotsanis (AK), Simon Bugeja (SB), Jane Harman (JH)

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**1. Opening and welcome**

BH opened the meeting at 2.35pm.

**2. Apologies**

Arthur Kotsanis (AK), Simon Bugeja (SB) and Jane Harman (JH)

**3. Minutes**

**3.1 Minutes of the previous meeting**

The Minutes of the meeting on 14 August 2018 were confirmed as a true and accurate record.

**3.2 Action List from the previous meeting**

All actions were noted as completed.

**4. Feedback on trading hours survey and Christmas trading hours**

JS reported on the results of the trading hours survey issued to traders on 6 July 2018.

Forty one responses were received (response rate 54%). The key insights were:

- 88% of respondents wanted to see an improvement on the current trading hours.
- 78% of respondents wanted to open on a Wednesday.
- 46% of respondents would open on Sundays given the opportunity.
- There was no clear consensus on how trading hours could be improved.

JS also provided TAG members with a copy of the results from the 2018 New Year trading hours survey conducted on 4 September 2018.

The results were:

- Fifty five responses were received (response rate of 72%).
- 65% of respondents would open from 7.00am – 3.00pm on Saturday 29 December.
- 35% of respondents would open from 7.00am to 5.30pm on Saturday 29 December.
- 69% of respondents would not open on Sunday 30 December.
- 58% of respondents would not open on Monday 31 December.

The proposal to extend optional trading hours for a trial period in the lead up to Christmas 2018, as outlined to all traders in the Market Talk on 3 September 2018, was discussed. Key comments and concerns from TAG members in relation to the proposed extension of optional trading hours were:

- The need to review the amount of spending on marketing during the busy Christmas period. It was suggested that some of the marketing funds allocated to Christmas would be better allocated to assist with promotions during quieter periods such as January and June/July.
- Traders will need to fully understand their costs to open on a Sunday in order to determine how much produce they needed to sell to cover their costs and make a profit.
- Advertising and promotion of the extended trading hours will need to be carefully considered and managed to promote the message that while the Market is open, it is optional trading and therefore not all traders will be open.
- Strategies will be required to encourage as many traders as possible to open and ensure a successful outcome for all traders.
- The car park fee to support people to attend the market on a Sunday. ACMA confirmed the proposal was to keep the current Sunday Flat Rate of \$7.00 to encourage shoppers to 'linger longer' in the Market. It was proposed to review the car parking tariffs as part of the overall review of the trial period.
- Some traders had expressed concern to their TAG members that opening on a Sunday will increase their rents. ACMA confirmed that no financials are disclosed to ACMA and rent is not based on financial performance.
- The proposed trial period is not long enough, nor is the period leading up to Christmas the best period to determine the success of Sunday trading.

**Action: TAG recommends to ACMA that:**

1. *A follow up survey be undertaken to get a confirmed indication of which traders will open during the trial period of extended optional trading hours on Saturdays and Sundays in the lead up to Christmas 2018.*
2. *The trading hours of the Market for the New Year weekend be as follows:*
  - *Saturday 29 December – 7am – 5.30pm (or sell out).*
  - *Sunday 30 December – closed.*
  - *Monday 31 December – closed.*

**5. Mystery Shopping Program**

TAG was advised that the next phase of the Mystery Shopping Program would commence from late September 2018.

**6. Adelaide Central Market 150<sup>th</sup> Book**

TAG was advised that the 150th book is with the Publisher and it will be officially launched on Wednesday 5 December 2018.

**7. TAG discussion on Future Food Report Key Recommendations and Engagement Strategy**

This matter was deferred to the next meeting.

8. TAG Member Area Reports

This matter was deferred to the next meeting.

9. Trader Briefing Sessions

Previously ACMA held quarterly briefing sessions for the Traders. However, attendance was poor. TAG input is sought to determine if the sessions are still of value for traders and if so, what topics would traders find interesting and relevant.

*Action: TAG members to discuss with their member areas to gain feedback on the value of the quarterly briefing sessions and what topics traders would like to see included and report back at the next TAG meeting.*

10. Establish key priorities for FY18-19

This matter was deferred to the next meeting.

11. Other business

FM raised if the Council Rates could be provided for payment monthly to assist with payment instead of a quarterly large figure.

12. Close

Meeting closed at 3:30pm.

13. Next meeting – Tuesday 2 October 2018, 2.30pm – 3.30pm

ACTION LIST					
Item No.	Date	Action Required	Responsibility	Current Status	Completion Date
1408-01	Aug 18	Action: Send a survey to traders to determine their preference between Option A and Option B for trading hours on the 2018 New Year weekend. <ul style="list-style-type: none"> <li>o Option A:               <ul style="list-style-type: none"> <li>▪ Saturday 29 December 7am – 5pm</li> <li>▪ Sunday 30 December Closed</li> <li>▪ Monday 31 December Closed</li> </ul> </li> <li>o Option B:               <ul style="list-style-type: none"> <li>▪ Saturday 29 December 7am – 5pm</li> <li>▪ Sunday 30 December 7am – 3pm</li> <li>▪ Monday 31 December 7am – 3pm (or sell out)</li> </ul> </li> </ul>	A/GM	Completed Noted Option A was the preferred option by respondents. Results presented to TAG on 4 September 2018.	4 Sept 18
1408-02	Aug 18	Investigate issues with links on the new upgraded website and respond to TAG.	A/GM	Completed It was noted that a Trader Portal is to be created on the new website for all Traders to login to access all relevant content and	4 Sept 18

				documentation.	
1408-03	Aug 18	Investigate opportunities for existing traders to sell alcohol instead of using external artisans and provide response to TAG and traders.	A/GM	<b>Completed</b> Opportunities for upcoming events promoted in Market Talk.	4 Sept 18
1408-04	Aug 18	Investigate opportunities to extend events over a week and provide response to TAG.	A/GM	<b>Completed</b> It was advised that based on experience, events were driven around school holidays and on Fridays and Saturdays to encourage customers to attend. It was noted that weekday and weekend shoppers want different experiences.	4 Sept 18
1409-01	Sept 18	Action: TAG recommends that:  1. A follow up survey be undertaken to get a confirmed indication of which traders will open during the trial period of extended optional trading hours on Saturdays and Sundays in the lead up to Christmas 2018.  2. The trading hours of the Market for the New Year weekend be as follows: <ul style="list-style-type: none"> <li>• Saturday 29 December – 7am – 5.30pm (or sell out).</li> <li>• Sunday 30 December – closed.</li> <li>• Monday 31 December – closed.</li> </ul>	A/GM	<b>In Progress</b>	2 Oct 18
1409-02	Sept 18	Action: TAG members to discuss with their member areas to gain feedback on the value of the quarterly briefing sessions and what topics traders would like to see included and report back at the next TAG meeting.	TAG	<b>In Progress</b>	2 Oct 18