

COMMUNITY SERVICES COMMITTEE 17 FEBRUARY 2016	3
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COUNCIL MARKETS POLICY, PALM COVE MARKETS DIVISION 9

Brett Spencer | 1/59/3-01 | #4999855

RECOMMENDATION:

It is recommended that Council:

1. **Approves a regular Sunday market at Palm Cove, on the following basis:**
 - a. **the markets are Council managed**
 - b. **occur between April and December each year**
 - c. **located along Williams Esplanade with a full (exception emergency vehicles) road closure in place between Harpa Street and Cedar Road**
 - d. **operational between the hours of 8:00am and 2:00pm on the first Sunday of each month (noting no market in September and the October market to join with Reef Feast on the second Sunday)**
 - e. **a written agreement is established with the private land holders in relation to over flow parking at nil cost to Council**
 - f. **note an agreement with the Department of Transport and Main Roads (DTMR) TransLink Division to ensure continuity of Sunbus services to Palm Cove on event days**

2. **Delegates authority to the Chief Executive Officer, in accordance with the *Local Government Act 2009* to finalise any and all matters in relation to the above, including tenure and local law compliance requirements.**

EXECUTIVE SUMMARY:

A monthly Sunday market on Williams Esplanade between Cedar Road and Harpa Street was trialled from August to December 2015. The markets have been very successful in this location.

Prior to this arrangement a weekly night market in Goldfinch Park car park was trialled from May to December 2014. The night markets did not succeed due to dislocation from the main Williams Esplanade strip in a discreet location with dark approaches. Physical space limited the size of the market. The only public access was walk-in, with no car parking in proximity to the market.

It is proposed that the current market be continued as a once-a-month Sunday market along Williams Esplanade, from 8:00am to 2:00pm, during the dry season (April to December). This will require closure of Williams Esplanade to all but essential vehicles from 6:00am to 4:00pm on market days. Members of the Palm Cove community and Tourism Palm Cove have indicated that they believe these markets provide both an additional attraction to the area and associated economic benefit.

Limited public parking is an issue in Palm Cove. Market stallholder parking can be accommodated within the road closure area, and additional provision for around 350 vehicles has been provided on private land within easy access to the markets.

BACKGROUND:

The Palm Cove night markets operated from 2 May 2014 through to 19 December 2014, when they closed for the wet season. Prior to reopening the night markets for 2015, a request to review the day and time was received from the Divisional Councillor and many local business operators.

A report was tabled at the Community Services Committee Meeting on 17 June 2015. Council subsequently resolved to trial a market on Williams Esplanade on the first Sunday of each month with a full road closure between August and December 2015 and to present these findings to a future Council meeting after the trial period. A public consultation survey has been conducted and the results are detailed below.

COMMENT:

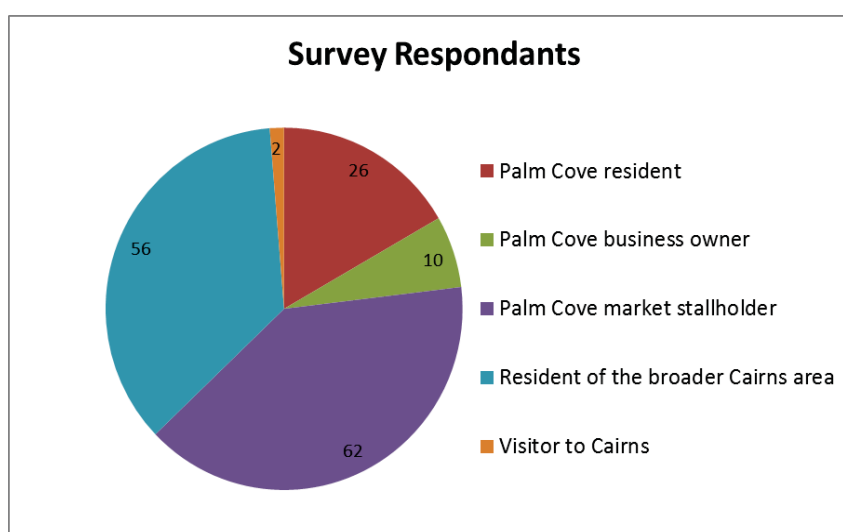
The Palm Cove markets were trialled on the first Sunday of each month between August and December 2015 on Williams Esplanade and although stall holders were hesitant at first by the third trial date stall numbers were at capacity being 140 stalls. There is now a waiting list and these markets are highly sought by a range of local stall holders.

It appears evident via community feedback that a day-time market attracts more people to Palm Cove and provides a positive economic flow on to businesses in the area.

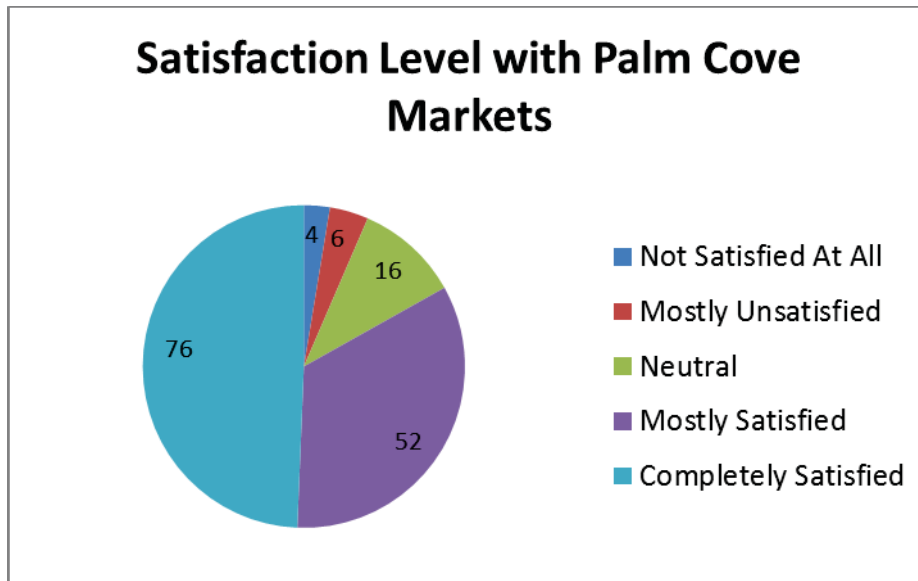
Community Feedback

The trial concluded in December 2015 after a survey was sent out for public feedback.

The survey attracted 156 online survey responses, of which 96.15% had attended markets at Palm Cove during the trial period.



Satisfaction levels with the markets were confirmed to be very high with 83.12% of respondents indicating satisfaction with the current setup and 90.07% of the respondents indicated that the current setup is better than previous market layouts.



72.48% of respondents noticed an increased amount of visitors at Palm Cove on market day.

The survey showed respondents overwhelmingly supported a wide variety of products be available. Specific categories received the following support:

- Prepared food 77%
- Produce (fruit, vegetables, food stuffs) 82%
- Cut flowers and plants 78%
- Handmade arts and crafts 89%
- New clothes, accessories and jewellery 70%
- Children's toys, games, puzzles 60%

Respondents noted the need to curate products to ensure high standards were maintained, and cheap imported product minimised. Respondents comments indicate that food and drink and imported items should continue to be limited to ensure the markets are of high quality and do not clash with local business.

A full copy of the survey results is shown in Attachment 2.

Parking Issues

Current Palm Cove parking is in short supply, particularly along Williams Esplanade. There are 58 car parking spaces within the road closure area. These were all used by market stallholders as well as any spaces on French Street and Caryota Close.

This layout allowed 62 car parks along Williams Esplanade, including 40 in the car park area at the Goldfinch Park jetty to be available for general use.

Off-street parking on private land was arranged as an interim measure for the trial period. Parking on private land was accessible via existing footpaths and is 500m away from the markets (see Attachment 1). This land is also utilised during Reef Feast and Ironman for off-street parking. The private land car park was not highly utilised by the majority of attendees, many of which chose to park illegally or on grass verges (including right in front of the land) on the first couple of market days. Better signage and attendance by Local Laws officers reduced this dramatically over the following markets.

A new written agreement will be signed by Council and Liral Pty Ltd to continue using this land (at no cost to Council) until other parking options become available.

Public Transport

Should Council resolve to continue the markets in 2016 the Department of Transport and Main Roads (DTMR) TransLink Division have provided agreement to work with Council to ensure continuity of Sunbus services to Palm Cove on event days. Discussions have led to implementation of signage and a bus pullover zone on Harpa Street, with no impact to current timetables. This arrangement is proposed to continue.

Market Shuttle Services

The distance of road closed for the markets is around 600m. A market shuttle service was employed to assist customers of accommodation houses that required access and egress during the road closure. This strategy ensured that people in accommodation were less inconvenienced and assisted greatly for people with a disability. This service is proposed to continue with funding identified in the proposed budget line item of Traffic Control Services.

Palm Cove Weddings

Initial concern over the impact to Palm Cove Weddings and other organised activities was raised during initial consultation in 2015. Currently for 2016 there are no bookings for Palm Cove that would clash with the proposed markets. Council's unit that manages wedding bookings at Palm Cove is aware of this proposed activity and is managing bookings accordingly and advising potential customers of the market days and their specific location, therefore no clashes are anticipated.

Timing of Markets

It is believed that the best opportunity for success would be for an on-going market at Palm Cove not to compete with existing markets. Within the current schedule of markets throughout the Cairns region, the first Sunday in each month offers the best opportunity and it appears to have been successful.

There are two regular annual events coordinated through Tourism Palm Cove. Peace Day on 18 September and Reef Feast on 6-9 October. The proposed market will not clash with either of these events. There is however opportunity for the proposed markets to align with the annual Reef Feast week of activities, and to effectively provide a "bookend" to the week of activities on 9 October 2016 and in future years.

This date does clash with the Holloways Beach markets which are in very close proximity to Palm Cove. As a result concessions have been negotiated with the organisers of the Holloways Beach market. During the trial period up 60% of Holloways Beach stall holders went to Palm Cove markets due to bigger crowd numbers, the option of running a market day on this date (9th October) is now at the discretion of the Holloways Beach market organisers.

In September the annual Father's Day event Carnival on Collins is scheduled as part of Cairns Festival. This is a massive event and would clash with a Palm Cove market if it were to be held in September therefore it is recommended that the Palm Cove markets not go ahead in September (the Tanks markets that would normally fall the week prior are also cancelled) due to the large scale of the event.

CONSIDERATIONS:

Corporate and Operational Plans:

Support of the Palm Cove market is in accordance with the Corporate Plan Goal 2.4 – 'Provide enhanced arts and cultural activities that add value to the life of residents and visitors alike'.

Policy:

Council Policy 1:06:15 applies to regular Council administered markets on Council owned or controlled land within the Cairns region.

Risk Management:

The increased activation of the Palm Cove foreshore is perceived as a positive impact. The potential impacts to existing businesses and to the amenity of the Palm Cove foreshore are the greatest risks from the activity. Tourism Palm Cove supports the proposed markets, as do 87% of Palm Cove business owners that responded to the survey.

This activity is allowable through a Local Laws Public Place Activity permit, and full traffic management plans ensure best practice in delivery of the event.

Financial

Stall holders were hesitant to book into the markets as they were aware that the night markets and previous foreshore markets were not very successful – unfortunately this means the 2015 revenue was \$12,628.20 less than expected, resulting in an overall loss of \$5,250.60.

Consideration was made to seeking an alternative provider of the Palm Cove Markets however it has been determined that for the markets content not to compete with local business but rather compliment them it is recommended that the control of the markets remain with Council to eliminate any competing risks to nearby business's. Business owners are very supportive of Council staff retaining control and conducting the markets.

By the end of the 2015 trial the Palm Cove markets were fully booked (140 stalls) with a growing waiting list. Budget for 2016 has been drafted for eight market dates (the trial was five markets) and shows them to be cost efficient and self-funding.

Natural Account	Estimated 2015 Budget	2015 Actual Revenue and Costs	2016 Budget
1844 Stall Fees	\$37,500.00	\$24,871.80	\$56,800.00
2000 Salaries and Wages	\$7,000.00	\$4,769.94	\$7,631.91
2001 Overtime	\$3,500.00	\$3,268.13	\$5,229.00
2020 Annual Leave On-Cost	\$1,000.00	\$642.51	\$1,028.02
2021 LSL On-Cost	\$805.00	\$147.39	\$235.83
2022 Other On-Costs & Superannuation Exp	\$1,180.00	\$1,371.29	\$2,194.07
2031 Public Holiday On-Cost	\$300.00	\$218.94	\$350.30
2032 Sick Leave On-Cost	\$265.00	\$175.06	\$280.09
2525 Promotional Services	\$4,000.00	\$3,945.50	\$10,000.00
2569 Traffic Control Services	\$4,875.00	\$5,803.64	\$10,488.00
2512 Entertainer Services	\$5,000.00	\$3,160.00	\$5,840.00
3800 Internal Charges - Job Charging	\$6,620.00	\$6,620.00	\$10,592.00
Total Cost	\$2,955.00	(\$5,250.60)	\$2,930.78

CONSULTATION:

A public survey was undertaken by Council Marketing and Communications branch to determine community attitudes about the continuation of market operation at Palm Cove. This engagement included:

- Letter drop to Palm Cove businesses and residents
- Council website notifications
- Council stories in Cairns Sun, Council Corner
- Stories in Cairns Post / Weekend Post

In addition to the above, the following stakeholders were consulted:

- Tourism Palm Cove
- The Department of Transport and Main Roads Translink division
- Infrastructure Services Department
- Planning and Environment Department

OPTIONS:

Option 1 (recommended)

1. Approves a regular Sunday market at Palm Cove, on the following basis:
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 - d. operational between the hours of 8:00am and 2:00pm on the first Sunday of each month (noting no market in September and the October market to join with Reef Feast on the second Sunday)
 - e. a written agreement is established with the private land holders in relation to over flow parking at nil cost to Council
 - f. note an agreement with the Department of Transport and Main Roads (DTMR) TransLink Division to ensure continuity of Sunbus services to Palm Cove on event days
2. Delegates authority to the Chief Executive Officer, in accordance with the *Local Government Act 2009* to finalise any and all matters in relation to the above, including tenure and local law compliance requirements.

Option 2

That Council does not approve a regular Sunday market at Palm Cove and provides an alternative direction on the matter.

ATTACHMENTS:

- ATTACHMENT 1: Parking Location
- ATTACHMENT 2: Survey Responses



Brett Spencer
Manager Parks & Leisure



Linda Kirchner
General Manager Community, Sport and Cultural Services

ATTACHMENT 1: Parking Location



ATTACHMENT 2: Survey Results**Palm Cove Market Survey results – 18 January 2016****1) Are you a:**

Option	# Responses	Response %
0 skipped this question	Total responses 156	100.00%
Palm Cove resident	26	16.67%
Palm Cove business owner	10	6.41%
Palm Cove market stallholder	62	39.74%
Resident of the broader Cairns area	56	35.90%
Visitor to Cairns	2	1.28%

2) Have you attended the Palm Cove markets:

Option	# Responses	Response %
0 skipped this question	Total responses 156	100.00%
As they are currently, on Williams Esplanade with the road closed	150	96.15%
In the Jetty Car Park	53	33.97%
One the Williams Esplanade grassy foreshore	20	12.82%
Never	2	1.28%

3) How often do/did you attend the Palm Cove markets?

Option	# Responses	Response %
0 skipped this question	Total responses 156	100.00%
Every time it is/was on	69	44.23%
3-5 times a year	48	30.77%
1-2 times a year	19	12.18%
A couple of times over the past 5 years	5	3.21%
Other:	15	9.62%

4) How do you rate the Palm Cove market in its current format compared to previous formats?

Option	# Responses	Response %
5 skipped this question	Total responses 151	96.79%
Better	136	90.07%
Worse	5	3.31%
About the same	10	6.62%

5) How do you rate the Palm Cove market as it is currently (with 1 being not at all satisfied and 5 being completely satisfied)?

Option	# Responses	Response %
2 skipped this question	Total responses 154	98.72%
1	4	2.60%
2	6	3.90%
3	16	10.39%
4	52	33.77%
5	76	49.35%

6) What could Council do to improve your level of satisfaction?

Option	# Responses	Response %
57 skipped this question	Total responses 99	63.46%
Responded	99	63.46%
Did not respond	57	36.54%

6) What could Council do to improve your level of satisfaction?

Respondent	Other:
2	Seems fairly well run. Need more toilet facilities
4	It would be great to break the stalls up a bit. Instead of having the food at one end, it would be great to scatter it throughout.
5	Keeping tis market as hand made - Local produce for sale NO imported stalls there are enough of this at all other markets . we need people to come out to Palm Cove with family to not only buy hand made local products but local food produce as well to support our farmers.
6	Everything is perfect - if we could have one wish... hold the market twice a month - but we understand the logistics of closing the road twice a month would be impossible!
7	we were one of the last stalls at the end of the road. between us and the other stalls was the jumping castle. it was very clear and evident that people were getting to the jumping castle gap and turning around to the point we actually had people emailing us saying they couldn't find us and then realizing they thought the jumping castle was the end of the markets. I know its next to impossible to get people to walk the entire way but is it possible to bunch people up a bit more so us three on the end are included in the main market before the jumping castle as it definitely affected our sales. We also had trouble with some other stall holders not understanding the layout with the parking and rather than talking to us decided to get all the regulars to gang up on us. This was handled well by Megan on the morning though, some stallholder just really need to be a bit more friendlier. its also a long day to be there until 230. perhaps start at 8 and finish more like 130? Could the stands be mixed up a bit each time as people are getting all like 'this is my spot I've been here 20 years'?
9	Keep them going again next year then reassess at end of year.
12	Mark out sites, often confusion the stalls around me and myself have got confused exact location if you are the first stall in the area.
16	Its a very long walk to the toilet from the food vendors end, which is a problem when we r busy
19	Better stalls, more second hand stalls, less same stall holders at every market

Respondent	Other:
20	pretty well run as it is in fact the best run out of all Cairns City Markets that I have attended
21	Spread the stalls out amongst the space rather than grouping the similar items together I.e not all craft stalls in same section.
22	We've had a fantastic time at the markets this year. The organisation both before and especially on the day is fantastic. Megan and her group of helpers are so helpful and friendly. The best organised markets I've been involved with. The colour coding and arrival times for each group works great.
23	Provide stallholders with minimal marquee, table, chair rental
25	Better advertisement to local suburbs eg: Clifton Beach and Northern Beaches.
27	beautiful market at a beautiful spot , should be busier than Tanks markets but it's not , needs way more advertising/promotion /entertainment
28	Mix the stalls location by "type" . A few times, I have been rushed, and have only had time to cover part of the market. I found that all of the same type of stalls were grouped together, meaning, I . Didn't get to experience a large variety or sample of different things. On one occasion , I had an elderly relative with me, and the distance was too great for her to walk the entire street, so she missed out entirely on some things. Also, when I have visited with my husband , he has had no interest in some types of stalls, i.e jewellery, but had there been a food, bric a brac or other type of stall nearby, he may have been happy for me to take more time shopping !
29	Nothing I love it as it is !! Actually 1 thing. Put me in the same spot next year with the same Neighbours. Please:)
30	Maybe a few more food/beverage stalls
33	Improve wheelchair accessible parking for stall holders.
35	Keep the same format. The playful way the stalls are set up, most on sea-side some on the other side, works really well. It is great for traffic flow. Not too busy for the people cruising the market and leaving the other pathways free for people that walk dogs, exercise etc. etc.
36	please keep doing as is, it's perfect ! Nothing need to change.
37	Mix the stalls up. Dont put all the stalls the same next to each other
38	The Reef feast was so successful it would be good to involve the restaurants more with their food stalls
39	Trying to minimize stall holders selling the same items such a jeweller, I been counting more then 30 stalls just selling a jewellery. Maybe they should have rotation to please everyone (stall holders)
41	The day is quite long for stallholders - prefer to have a slightly shorter market.
43	Nothing
45	Better advertising
46	Have stalls on both sides of the road.....its pretty lame walking up the road checking out the stalls then walking back thinking "yeah ive already done this"
47	Can't think of anything at this moment ☐
49	More entertainment - music, bands, street entertainers, local competitions, free kids entertainment to continue, involve local restaurants more to support their business also.
50	Encourage more local producers and farmers to have stalls Have street entertainers
53	maybe some buskers or entertainment to add atmosphere

Respondent	Other:
55	Going from comments I hear, parking for the general public is an issue. I also understand that local accommodation on the Esplanade may have an issue with road closure and difficulty of access from their guests. From a personal point of view, these issues do not affect me, I have always been able to find parking within a reasonable distance.
56	More Local awareness - for market stall holders having someone go around with water for them to purchase especially in these very hot climate days would be amazing!!
57	Kids jumping castle should be a "Free Attraction"
58	more portable toilets
60	all good
61	Reduce the costs to stall holders otherwise council will simply kill all interest. Stall holders have to recover that cost and they can only do that by increasing prices. If prices increase no one will bother going. Common sense really isn't it.
63	Clearly marked car sites for stall holders on map.and on sure reserved for sign
66	Encourage even more storeholders. The market during Reef Feast was outstanding with many local producers selling their products. I'd like to see more local food produce stalls such as herbs and spices, vanilla, chocolate, cheeses etc.
68	All stalls to be 3x3
69	More children's activities
70	Most markets I have done use a quota system when they accept say 15 jewellery, 3 kids T-shirts, etc etc.. it is not fun to find that there are Unlimited jewellery stalls with six selling in the same genre as you...
73	Mix the stalls up more. Have the plants and well being in amongst the art and crafts not separate to them.
74	Signage on highway in the week leading up to the markets
76	It would be great if the markets were on every Sunday where they are located now, it draws in a lot of locals and tourists and makes it a thriving hub great for businesses and customers. Such a beautiful location - best market in FNQ.
78	for m it worked well really enjoyed having a stall there as it is
79	Some of the stall holder vehicles block resort entrances. Even though the road is closed this can prevent emergency vehicle access.
81	i think the stalls should be mixed up so that the same are not competing
82	I'm very happy with where my stall was situated.
83	Fix drainage problems
85	Try mixing stalls rather than grouping into themes. Could still stagger entry times for different sections. May still be worth having food stalls grouped. Have at least some food and a coffee stall in a more central location.
86	Not much parking.
87	More toilet facilities. The public toilets are too far to walk depending on where your stall is. More entertainment like the acrobat buskers that were there at the last market for the year. Rotate the buskers positions every now and then or roaming buskers like the steampunk singer one man band at Carnival on Collins. More variety of food/snack stalls.
89	Food stalls & more local arts & crafts. I feel they are more aimed at tourists and not locals.
91	Parking
92	As a stall holder I would prefer if the market ran from 10am til 4pm as most people come from around 12noon. There are rarely any customers before this time.

Respondent	Other:
95	having opportunity for more stands
97	Power to site
99	Better promotion and advertising of dates markets are on
101	More vegetable/fruit stalls...more plant stalls
102	On grass in shade rather than in sun on road too hot. Limited variety of stalls
103	More stalls in general. Especially a local produce stall
104	Nothing
105	More food outlets
106	I actually didn't know it had changed from Friday to Sunday So have only been to the Friday market Went to attend market this week as it is first of month and it wasn't on , asked someone where it was and even they said the only Sunday market is port Douglas !!!
107	I think its great, wonderful to see the road closed to vehicles. No improvements needed on my part.
108	More fruit veg and posns
109	Nothing wrong with increasing it to weekly or twice monthly
110	more tables along the grass under the trees. a couple of bbq's at the south end of the beach
113	More stalls, and continue to ensure that it remains a craft market, and not an outlet for cheap foreign rubbish
114	More stalls are required. There are limited food stalls, and limited things to keep the kidlets interested.
116	I LOVED the nigh5 time markets. It was sun sensible and romantic.
117	Encourage more diversity of traders such as more providers selling plants etc (there was 1 last time we visited) similar to that held at Smithfield...And maybe prepared food stalls from some of the Palm Cove restaurants....
118	More advertising. Never added in the monthly market list in the local paper.
120	Not happy that the esplanade is cut off! Surely there could be a better place to have them!
125	Encourage the locals to appreciate the benefits of having the market as a massive draw card for the entertainment of the tourist and staying guest. The tourist loved the Market and spoke highly in terms of running it monthly!! I want to see it back this year 2016, and will attend.
126	I absolutely object to the closing of part of the esplanade to hold these markets. I suggest they be moved to another location, perhaps in street in front of caravan park on jetty side of their entry. Car parking is always difficult in Palm Cove and extra parking space is needed to cater for market visitors and present local parking. Harpa street might be a better place to hold market as it would not interfere too much with traffic through-flow
127	I think it should be moved back to the car park near the caravan park, I really dislike it being on the road , as when lunching at palm cove on a Sunday, which we do nearly every week the markets take away from the view of the sea and the islands. I have also recently avoided the Sundays that the markets are on at palm cove for lunch as do not like the markets in the current location. The loss of parking is also a major issue, I believe the markets are not attracting people. Cairns has enough markets without spoiling this beautiful location.
129	I THINK THE MARKETS COULD BE EXTENDED LATER TO 4PM - AS IT GETS COOLER IN THE AFTERNOON.

Respondent	Other:
132	Very good job I thought.
134	NA
135	Half road closure
137	Its great now with the street closed however parking is an issue
138	Improve the mix of goods offered for sale. Am sick of locally made handicrafts and arts. Let all goods be available for sale. No restrictions at all. Welcome second hand goods.
139	Improve directional signage
141	Unsure. I would like to see a more diverse range of products. Quality local artwork. Clothing etc.
142	They are too small with the same things as every other market. Needs to be different
143	Promote the businesses in Palm Cove who are also open on Sundays....Palm Cove is diverse, has lovely fashion and food and accommodation...ALL YEAR round that could be mentioned in the adverts...
144	Nothing it's perfect
146	More fresh produce from the local farms sold And more advertising locally and in each business
147	Not allow sale of food. Not allow music in street. Stop stall holders parking on Williams Esplanade. Ensure stalls are of a higher standard.
148	Bigger range of stalls, food
149	More food stalls places to sit
150	More variety of stallholders
151	maybe some more shade for food areas so people can sit and have a drink in the shade as its very hot for some visitors
153	Stalls should be mixed and not separated into craft area, vintage area, wellbeing area etc.
154	More stalls and extend to Vievers Road
156	Continue the markets year round to let it gain momentum. To me it feels like it stops, starts and is always under some consideration. As you begin to make it a regular family outing it is put on hold again. As a previous resident in Darwin I can see that Palm Cove markets has the ability to become the same in FNQ. If they were run a little later into the afternoon/early evening regularly, with food stalls, buskers and atmosphere they could very well become a feature for tourism in the region.

7) If you have stopped attending the Palm Cove market, why?

Option	# Responses	Response %
119 skipped this question	Total responses 37	23.72%
Wrong day	3	8.11%
Wrong time	2	5.41%
Stalls don't appeal to me	8	21.62%
Not enough entertainment	2	5.41%
Safety	0	0.00%
Other:	25	67.57%

7) If you have stopped attending the Palm Cove market, why?

Respondent	Other:
17	we are very satisfied
23	I'd happy attend Sunday monthly markets as able to.
25	Didn't know it was on
36	I didn't go one day due to the bad weather
46	Parking is not convenient at all!
47	Haven't stopped!
56	have not stopped going love them
60	stall holder
73	Been interstate for the last one so missed attending
75	have not received a stall yet
82	only stop when on holiday
83	Still going
86	No parking ever for palm Cove events
88	Busy
118	More variety in stalls / more stalls
131	Went to hometown over Christmas period
135	full road closure
137	haven't stopped attending
140	n/a
143	not applicable
151	Just waiting for the new years markets to start up again

8) Have you noticed an increase in visitation to the Palm Cove area on markets days?

Option	# Responses	Response %
7 skipped this question	Total responses 149	95.51%
Yes	108	72.48%
No	7	4.70%
Unsure	34	22.82%

9) What types of stalls would you like to see at the market?

Option	# Responses	Response %
10 skipped this question	Total responses 146	93.59%
Prepared food	16	10.96%
Produce (fruit, vegetables, preserves, food stuffs)	32	21.92%
Cut flowers and plants	6	4.11%
Handmade arts and crafts	45	30.82%
New clothes, accessories and jewellery	2	1.37%

Option	# Responses	Response %
Children's toys, games and puzzles	3	2.05%
Massage/wellness stalls	4	2.74%
Second hand items	7	4.79%
Other:	31	21.23%

9) What types of stalls would you like to see at the market?

Respondent	Other:
10	everything the wider the selection the more interesting it is
13	all except 2nd hand
21	All of the above
23	a happy variety showcasing palm cove
28	All f the above and perhaps some charity / fundraising stalls
29	My stall :)
45	Anything that promotes local business
49	Free Children's Entertainment - the Jumping Castle
50	All the above other then second hand junk
56	a combination of everything including NEW items not just crafted
60	the current mix seems ok
64	Mixture of everything
73	more produce and plants. This section should be more than one tick.
79	Stalls that do not impact on the established retail in Palm Cove
82	would like to see some organic veges and fruit
85	I would select multiple of above. Not restricted to handmade.
91	All of the above
105	all of the above
113	All of the above except second hand items
114	A solid mix of all these types of stalls is important to encourage interest from locals and tourists alike
115	Variety of all of the above
117	All of the above
118	All of the above
122	All of the above but quality second hand only and antiques or vintage rather than junk
126	Quirky and homemade items that would be unique to these markets and not stuff that is found at other markets.
127	none close them down or move them off the foreshore
145	all of the above, this region is blessed with the finest produce, art & craft talent ..show and sell it to the locals and tourists
147	High Quality Art and craft
150	a mix of new and second hand clothing and fresh produce and herbs

Respondent	Other:
152	all
154	All the above except second hand

10) When attending markets do you prefer to have:

Option	# Responses	Response %
4 skipped this question	Total responses 152	97.44%
Stalls selling similar items grouped together so you can see the full range and compare prices	43	28.29%
Stalls selling similar items dispersed through the market	109	71.71%

11) Is there anything at the markets that you believe should be removed?

Option	# Responses	Response %
93 skipped this question	Total responses 63	40.38%
Responded	63	40.38%
Did not respond	93	59.62%

11) Is there anything at the markets that you believe should be removed?

Respondent	Other:
2	No
5	No everyone is doing g a fantastic job ESPECIALLY Megan Marry Christmas to all
7	Doug the bulb man because he was mean?.. no we really like the Palm Cove Markets and do hope to be back in the new year, maybe just not next to Doug so we don't upset him again.
9	No
10	No
12	Those not making, creating, cooking their own wares themselves (massage and skin products excepted) there are so many markets that have "imported" wares. A lot of conversations I have is how nice it is to see local craft and goods of high standards
17	No
20	no Hope these markets continue next year
22	No can't think of anything
26	Imported crafts.
27	Inferior food eg. tested potato
28	The rain !!!!
29	Definitely not me :)
30	N/a
32	Food stalls.
33	No
35	No

Respondent	Other:
37	No
38	I would like to see lots of home made/ hand made and less bought in from China to sell.
39	Stalls holder doesn't have marque weight and doesn't care about the safety.
42	I loved having buskers but it shut down all my sales during their performance. Thankfully it only lasted 45 minutes. I would be good if the buskers were kept away from stall holders if possible ! I hate to mention it but when you are there for only a short time and the buskers come at your busiest time, they take away all the passing traffics attention. Instead of perusing the stalls they are transfixed by the entertainment ! But in saying that having Buskers is awesome especially good quality ones !
43	No
45	No
46	No
47	No, not that I can think of!
55	Anything that is quite clearly mass produced and imported from China !
56	No
61	The very high presence of road traffic supervisors and the extended and unnecessary pedestrian barriers. Set the road up - then leave. You don't need to be there the entire time which obviously also adds to the cost.
62	No
63	No
66	Nothing that I can think of.
68	Remove clothes , bling and goods made overseas even if people design them here !
73	Uncontrolled children....hah, just joking.
78	no
82	don't get much chance to look around when you are a stallholder but like what I see when I can.
83	No
84	Anything not produced/made/created within the region.
92	Should be open 10am til 4pm as there are more customers during this period.
94	Non handmade items
107	I do think there is no need for the fast food or coffee stalls there as we have plenty to choose from here in Palm Cove. The cooking stalls do not smell very nice when walking by. The markets itself brings lots of people to Palm Cove so it would be nice if rather than having the food/coffee stalls that the businesses here could benefit more.
108	No
109	No, but more fruit and vegetables and greater selection of plants flowers arts and crafts.
110	no
115	No. However the placement of some stalls could be better considered though. For instance avoiding the placement of stalls in positions where they create a bottleneck and restrict the flow of pedestrian traffic.
118	No. Would like more stalls especially fresh local produce. Maybe artisan bakers, local dress designers, more music even buskers.

Respondent	Other:
120	I don't think closing of the Esplanade is a great move! Palm Cove has limited parking on a good Sunday let alone the market holders and visitors. Sunday mornings during winter Palm Cove Surf Lifesaving club have nippers which is additional traffic add to this the markets and it is a nightmare. I think the council should support the nippers over the markets, ease the congestion and let the nippers have their Sunday mornings.
122	No reproduction and mass produced items.
126	I don't like the range of products on sale - not enough locally made products. Markets should be a place for small holders/makers selling unique self-made items not stuff that can be bought in local shops. A place to try products that if successful can then encourage makers to be more productive.
127	Move the markets from the road and free up the parking again.
132	Prepared Food. As a Café owner I noticed the first Markets our trade was very good. Since then when Prepared food was on offer our trade dropped to half. Being on a Sunday our wage bill is quite high. Having to be fully staffed in case we are very busy ends up being an expensive day in wages and a loss over all for the day. I feel No street food should be on offer as we have a substantial number of Restaurants and Cafes along the strip.
134	NA
137	no
138	No
142	Chinese imported goods.
143	Clothing stores, as it devalues my business.
144	No
145	No. The variety is a good balance. Trust the stall holders have the same thoughts and \$\$
146	No
147	Low quality garage sale stalls. cars trailers
148	No, its great, it can only get better, love it
151	Nothing i could see
153	Not really
154	No

12) Please provide any further feedback

Option	# Responses	Response %
64 skipped this question	Total responses 92	58.97%
Responded	92	58.97%
Did not respond	64	41.03%

12) Please provide any further feedback

Respondent	Other:
5	I think food vendors should be allowed such as German sausage -slush vender Hot chips - as food at the shops are way too expensive for a family to purchase . I think more family would come and sit eat with their kids and enjoy which leads to spending more money. THE ONE THING I DID THINK WAS FANTASTIC WAS THE PORTABLE ATM at the last market it needs to be placed in the centre of the markets not at the end PLEASE The other market I think should be looked at is the Esp Market it should be like the Might Market in Townsville and should be run down near the Hospitals. In our heat a night market would be great. Townsville have people come down for tea from Units the hospital it would be a much better venue then were it is now . Thank you
6	As a stall holder there is a lot of disruption in the mornings when other stall holders set up without consulting Megan's email or a council staff member or map - we have had to move twice because people don't read or check the email - having to move affects the types of display equipment and signs we require/bring along. Can only suggest a staff member assigned to each coloured zone to ensure everyone is in their correct place before setting up - happy to pay more for the stall for smooth start to the day and set up in correct place without confrontations with neighbouring stall holders.
7	just refer to the layout and the three stall at the end. We really did notice and could see people turning around before they go to us. Mix up of the layout each time so people don't get all territorial on their spot.
9	I have been doing markets for many years. This has to be one of the smoothest run markets and one of the friendliest I attend. Megan and her team run it smoothly and efficiently. I have had comments from people telling me that they are a much better market then Port Douglas. This is not just from one person but several over the market period.
11	Suggest hours run 8am to 12pm to avoid pack up at the windiest time of day. Even on a non-windy day it tends to be gusty between 2pm and 4pm.
12	Only positive, from the start really well organized, absolutely love the road closure created a relaxed and safe environment which compliments Palm cove's atmosphere. Keep the stall costs as they are Please
13	Prefer no off season markets.
15	Palm Cove markets I feel are more comfortable and better than the long running Port Douglas markets. Compliments to the organizers.
16	I'm a happy stall holder. Thanks to Megan and her minions for all they do.
17	Happy about everything
20	Like the fact I can park behind my stall enables me to put all packaging in the car out of sight. Looks much more tidy set up is easy and stress free noted good sales when tourists were in town, but Dec sales down by 1/3 as tourists not in town yet for Christmas. may have been worthwhile having a market in Jan
21	I really like how well organised the markets are and the street closure makes it easier for people to visit and wander through the stalls
22	When do we book in for next year's markets? Can't wait.
24	Loved it when the food festival was on and the restaurant got involved as well stall in both sides lots of variety)
26	Love having a stall at the Palm Cove Markets - great venue, only issue is with wind which alters the stall layout! Much more successful there than the Tanks.
28	I wrote the answer to question 6 , before I saw question 10! Sorry it is so long winded, but I wanted to get my point across!!!

Respondent	Other:
29	I have loved coming along to palm cove market. More people are coming along each month as well as tourists and they spend their money. Thanks for making this market happen. And Megan you are a really great market manager. Cheers and see you next year. Michelle Maclean
30	Great atmosphere, well set up. Maybe a few more food trucks and possibly set up little sample displays for the already existing cafes & restaurants would be a great addition
31	The last market (a few weeks ago) was good....there was more food stalls to buy lunch
32	A great idea and keep up the good work.
33	We loved seeing Palm Cove come to life with the market stalls all along the beachfront. Perhaps more entertainment could add to the lively atmosphere. We would love to see the markets return to Palm Cove in 2016. Thank you!
34	Great markets, love them, council could probably encourage more stalls to make it even better!!
35	It's a great market and well organised by Megan Greene and her team. Keep it up and keep it going!!!
36	Toilet from some store are very far to walk, may be nice to have some extra porta toilets here and there.
38	We sell at quite a lot of the markets and Palm Cove is always our most profitable market, we like the variety and quality of the stall holders.
39	I just started a Palm cove market I believed I do best at Palm cove. Council should consider doing it every year closed the road.
40	Just loved them. As a stall holder I was treated with respect and the atmosphere was fantastic. Megan Greene was an asset to the markets
41	Compared to other markets in the area some of the products being sold seem to be quite high-end and expensive - the market is missing that casual feel somewhat. It would be better I believe to have different types of products being sold - fresh produce, plants etc. and not so many of the same stall.
42	I think it is great having a diverse range of interesting imports and local handmade. Many of my customers like the diverse buying experience. I've had lots of positive comments on the range of items at the markets and this has resulted in good sales !
44	A Saturday market would be good.
45	Having a free jumping castle is a major draw for us as we have young kids.
46	The markets are really lovely with a great variety of stalls. I do believe you need to advertise better as no one ever knows they're on. Parking deters a lot of people from going but i guess there is not really a solution to that. Maybe some more food options....better coffee....juice or iced tea. And definitely think about the layout. Both tanks and esplanade follow more of a "loop" format to keep people looking and engaged with the market.
47	These markets, I found, were of slightly higher quality, a couple of stalls were of better quality items, which is nice to see & these were made in Cairns. Maybe no so much cheap rubbish from OS ? The tafe & uni here, must be producing some artistic talent that can be adding to locally produced stalls? Well done , I love the markets ! ☐☐☐
49	With small children the Jumping Castle is a great feature - especially since it is free.
55	A wonderful setting for this market. Maybe a bit more advertising required amongst tourism operations, as this is a local as well as visitors market. Could start in March 2016.
56	Thanks was a great year!
57	I heard consideration was being given to weekly Sunday markets in Palm Cove and I feel that would be too often as it will spread the local traffic too thin.

Respondent	Other:
61	Last market the biggest draw was a street busker. The crowds especially the children loved it. How long before council ban this or price them out? We need more of this type of activity - not less and certainly not controlled and monitored and licensed and everything else that gov do to spoil our lives.
62	I'd like to see more healthy food options and local fresh produce for sale. Also, more children's activities such as animals. Otherwise I find them wonderful and we attend with our family every time they are on.
63	Thank you for mobile eft post and clear traffic guidance on market day.
64	I felt that it was well organised, had positive feedback from customers
66	I think the markets in their current format are fantastic. It's about time we had something like this up here. A lot of tourists go to Palm Cove and, along with award winning restaurant Nu Nu, having markets showcasing our tropical produce is a huge plus. I live in Clifton Beach and I will now make it a monthly must-do thing to go to the markets, spend some money and soak up the wonderful atmosphere in what must be one of the most picturesque market places in Australia.
69	Love the Sunday morning. People can bring the kids as opposed to a Friday night. More family activities like arts and crafts for kids would be great.
70	I would prefer that the stalls are mixed and not find jewellery all around me...
73	Great setting but very open to the elements which can be an issue for some stall holders.
74	The stall fees are high...as the markets benefit everyone from residents, visitors, stall holders and ultimately Council's image , stall holders should not have to bear excessive cost for the markets to happen....we all pay our taxes and council rates already.
76	I believe Megan has been doing a great job to coordinate the markets and it is a really great market at Palm Cove.
79	Question 9 only gives one answer option. My feedback has been they would prefer to see more produce (fruit, vegetables etc), cut flowers, handmade arts & crafts, children's toys etc. REMDIAL MASSAGE ONLY <input type="checkbox"/> We have many spa massage outlets. In having a higher standard of market, we can then be a real threat to Port Douglas, with people preferring not to have to travel the longer distance. I believe this will benefit the village as a whole and the feedback to my enquiries is that EVERY SUNDAY is the way forward. Please no cheap clothing, tatty Jewellery, no second hand. Once the market is really established and credible, it could then possibly be opened up to include only few of these cheaper goods but even then only a few, as it is more important to create awareness of the market showcasing quality goods and therefore worth the visit. Many Thanks. Francetta Bridle . TPC President.
82	Very happy with the new set-up and would like to see it continue from April to Nov as per the Tanks Market.
83	Palm Cove is a great venue, lovely atmosphere for a market ,
85	May help to mark stall boundaries eg front corners. Could be temporary eg Mareeba have some tagged ropes laid out & removed before market starts. Have a mix non homemade/handmade & handmade/homemade; more interesting & attracts more shoppers. Grouping into themes can sometimes be good but can frustrate stallholders with similar products; competitive feel. Some space between stalls eg 3.5/4 m frontage would be nice but better to keep to 3 m have more stalls.
87	I'd love to see the market as big as possible with more stalls. Reef Feast was awesome with the amount of stalls and food. The day that it clashed with Smithfield markets towards the end of the year was slower. It would be good to try not to do that next year if possible.
94	Markets will get a reputation around the world as a unique "handmade market which in my opinion can become well known (I.E eumundi markets) or it will be known as just a junk market if too many non handmade stalls are let in.

Respondent	Other:
96	It was awesome to see an atm station there
97	some live music
98	A great innovative concept having the markets on the foreshore - Williams Esplanade. Hopefully it will be a permanent Sunday fixture.
99	Love the music on the stage when it was on for reef festival
100	We love the markets! We are homeowners at the Ocean's Edge Estate and visit with our 2 year old each month. I would love to see the progression of the markets in a similar fashion to the Village Markets on the Gold Coast. A place where visitors come for great food, live music, fresh produce and foods, unique gifts and fashion. We are local business owners (Smithfield) and as a young family choosing Palm Cove to live and raise our children, we hope Palm Cove continues to thrive and flourish.
102	Parking is too far from markets move them south.
103	Great atmosphere just needs a few more stalls in general. Plenty of ready to eat stalls
109	Great place to have markets. Great atmosphere.
110	the markets are awesome. People are coming to Palm Cove. Maybe public toilets at the southern end would enhance people using the beach area more
112	As a regular visitor, due to family living in the area, we were extremely pleased with the market and its location. Great atmosphere, fantastic stalls and stall holders. We really do hope the market continues to operate in its current state.
114	Not sure what you charge to hold a stall, but the markets around town are a bit same same. There needs to be more stalls with a greater variety of goods... locally made furniture, clothes, fresh produce etc. It's a hike on a weekend into town, so why not increase the produce factor so it's like a farmers mkt on northern beaches as an addition/ alternative to Rustys. This would help bring the locals on a regular basis and encourage extra purchases when they're there.
115	Great market, I like the range of stalls and entertainment. It's a wonderful family outing and offers a positive environment in which locals and tourists can interact.
118	Needs more life with music. Lots of very talented buskers around so et them preform. Tablelands primary producers should be encouraged to attend. Ideally a farmers market section.
120	Markets are overrated and everywhere now! Once upon a time the markets had a real local feel, with local craft, workmanship food etc now most of it is junk brought from a wholesaler. Most not all.
122	Ensure that it remains special and not filled the reproduction and mass produced items. Keep it local and crafty.
123	I find it very difficult with all the food and drink grouped together, it's a long walk to get a drink of water. I feel it should all be mixed up.
125	Lets hope they run again!
126	Colourful festive lighting or up lighting of trees along esplanade would make this street cheerful at night time. Footpath along new path is very dark at night.
127	a suggestion -Move the markets to Ellis beach plenty of room down there.
130	Great morning out and so nice to stroll along the newly landscaped foreshore
132	Covered in question above.
134	NA
136	The markets have been a great success in Palm Cove, everyone I talk to has only had praise and would like them to continue.

Respondent	Other:
137	its a great way to get the community out and support local artisans
138	Love the market but the range of goods is extremely limited. Let everything be available for sale.
139	fantastic
143	Generally, I support ANY REASON to invite people to Palm Cove. The current markets have been the most successful to date, but they DO impact on my business. Can you promote that Food, Fashion and Accom IS also available...so why not consider staying the weekend and enjoying the markets. You have done a great job w the latest markets. Well done team.
144	We live not having to drive to port
145	I'm a resident of Clifton Beach and resided in Cairns since 1990. The Palm Cove markets showcases this region at its best to locals and visitors.. It must continue in 2016, it's a highlight for our southern oz, overseas guests and family, it's stunning backdrop, it's amazing variety of stalls , the talented craft, the produce, the personalities, the stroll along the esplanade, the choice of eateries 1-5□. Most family and friends received Xmas birthday gifts from stall holders- affordable and unique! Greg Fennell .. Good decision in 2015. If not the 1st then every 2nd month!! The Palm Cove markets MUST return 2016, 2017...& beyond. Please advise when they are to return !!
146	I'm a resident & business owner And think this event can only grow and get better The more everyone gets involved
147	Stall holder should not park on Williams esplanade. No food. No music. Liaise with Restaurants. Monitor and measure impact on existing businesses.
148	I really enjoy the market, the stall and browsing, and would like more prepared food stalls, more massage type places too.
149	Consider a YAPS / RSPCA dog of the month there for people to see- meet and greet FIREYS/POLICE/ ARMY/AIRFORCE with INFORMATION - handouts Sausage sizzle for rotary etc.
151	I loved the flute music it gave a lovely atmosphere I think something like that is a definite
152	These r wonderful markets, in a beautiful setting
153	Nothing to provide. Think it is running very well. Maybe more children's activities, like face painting, craft area, singing/dancing
154	Encourage the cafes and restaurants to provide the food stalls like Reef Feast
155	We travelled from Townsville to attend the markets and spend the weekend the markets work well on a Saturday for those of us travelling into Palm Cove
156	The market needs to be allowed to gain momentum to become a feature in FNQ. Mindil Beach markets in Darwin has been given the room to grow and has a very set program allowing tourists and locals the opportunity to plan around. The nature of the current program for Palm Cove Markets has locals and tourists asking whether they are on this week, this month, the current location?