



BROOME MARKETS

ART
CULTURE
COMMUNITY



ANNUAL REPORT

2019

BROOME COMMUNITY STALLHOLDERS ASSOCIATION INC.

NGAJI GURRIN

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Objectives

The six objectives of the Broome Community Stallholders Association Incorporated.

A Thriving Trading Space

To promote and support a network of local community artists, artisans and emerging entrepreneurs by providing a trading platform throughout Broome for the creation, manufacture and sale of goods and services.

A Community Space

To provide a meeting and transaction space for the whole of Broome community and its visitors that will encourage a pride of place, sense of community connectivity and that will promote community wellbeing and inclusion.

A Community Youth Space

To support and encourage local young people to participate in the creation, manufacture, marketing and sale of goods and services which will build employability skills and enhance life skills.

An Indigenous Space

To provide an economic platform for Indigenous artists, musicians, tour operators and emerging entrepreneurs to enable them to be financially independent and to eliminate social exclusion.

The Most Visited Space in Broome

To foster and support the involvement of all community members in initiatives that will contribute to the growth of BCSA Inc., increase visitation to Broome Markets and create community connectivity.

A Sustainable Community Space

To minimise the environmental footprint of traders, community members and visitors and to educate the community on the principles of sustainable trading.

Chairperson's Report



Leonie Wallis

Welcome members to the Broome Community Stallholders Association Inc. inaugural Annual Report.

It has only been twelve months since our constitution was brought into line with legislation, we collectively agreed on new objects, and you elected a new committee to manage the affairs and governance of our Association.

This annual report reflects the period up to the end of the 2019 financial year.

It has been a time of change and challenge, but with the good will of you all, as well as our partners - the Broome Shire, the Department of the Attorney General and the Broome community - we have improved our financial standing, have progressed our governance, and enjoy higher than ever member participation at our Broome Courthouse Market.

In the financial year 2019 the Association completed a strategic plan and a business plan. The committee has ratified and implemented Association governance and human resource management policy and procedures, and is well on the way to ratifying a risk and financial management policy for the Association.

For the first time, a financial cashflow projection has been implemented and the committee monitors expenditure against a projected budget on a monthly basis to ensure the Association is on track to maintain financial viability.

We now monitor stall holder participation on a monthly basis which informs our business and marketing plan and our budget.

You can be reassured that your committee

has been operating as it should in compliance with government legislation. We adhere to all legislative requirements, we act in accordance with the Association's objects and we are ensuring financial viability.

Our progress and success is due to a dedicated and responsible committee and staff.

Our staff in particular have been patient and understanding in this time of transition. They continue to work over and above what should normally be expected. They are wonderful ambassadors for the Broome Markets and have made the committee's work easier through their diligence and wisdom.

The committee has had some tough decisions in this financial year and I am pleased to say these decisions were made thoughtfully. We have tried to be flexible where possible and we have listened to dissenting voices with a view to balancing our responsibilities with the desires of the wider community.

I would like to thank all committee members for their contribution and their sincere desire to grow the Broome Market community and enhance the experience for all visitors. A special thank you to our Treasurer who has kept us on track with our finances, given us a cashflow projection for the coming financial year and who implemented bookkeeping strategies and a new improved system of collecting and reconciling stall holder fees.

Enjoy this annual report and its celebration of the 2019 financial year of your Association. Your membership is valued and I thank you for your contribution. I look forward to working and listening to you and acting on your behalf in the coming year. I would also invite members to consider a future role on the Association's committee.



"Prior to starting at the markets we were just trading online. We made the decision to trade at the Courthouse Markets at the start of the Dry season and it has just taken off. This is a safe space for artists to work and to engage directly with the public to tell their stories." Bethany Cooper, Kimberley Authentic Artists

Market Manager's Report

It is my great pleasure to provide the 2019 year update. This has been a year of change and adaption, and pleasingly, a year in which we returned the budget to surplus.

This outcome was made possible by the good governance and fiscal management of the Committee.

A focus on building organisational capacity saw the adoption of a new integrated point of sale system for the collection of stallholder registration fees across each market. We are now able to accurately record and monitor stallholder attendance at the Broome Markets to the benefit of future planning. My sincere thanks go to our market coordinators for their perseverance and good humor in learning and adapting to this new system.

With this has come a greater focus on fiscal management of the Broome Markets. I am pleased to report the Town Beach Night Markets are now financially sustainable, and we anticipate the continued success and popularity of this event in 2020 supported by the completion of the Town Beach

Redevelopment.

Stallholder participation has been steady across all markets. Member stallholder participation was up on FY2017/18 at the Sunday Courthouse Market and at all Night Market events. Casual stallholder attendance was down across all markets with a noticeable drop at the Night Markets. Mini stall registrations were up on FY 2017/18 across all markets except the Saturday Courthouse Market as a percentage of stallholders downsized their stall to a smaller operation. Despite a drop-in attendance, the budget tracked positively and returned a small profit for the year.

Casual trader site fees underwent an increase this year and now resemble the casual site registration fees paid by stallholders at similar markets around Australia. To qualify for membership to BCSA a stallholder must continually trade for a period of nine months per year at the community market. I am pleased to report that FY2019/18 membership was 91 individual traders.

Overall stallholder attendance throughout FY2018/19 reflects the seasonality of the Broome tourist economy. Given the outdoor nature of our market events, stallholder and





visitor attendance significantly varies between Dry season and Wet season. Stallholder attendance peaks at the Broome Markets between the months of May-September before sharply decreasing from October-April. This year we administered a discount of \$15 per stall site at the Courthouse Market from 1 January to Easter Friday as an initiative to generate more stallholder participation during the traditionally quieter months of trade. This resulted in an increase of 62% on stallholder participation up on FY2018/17 figures.

In August we said goodbye to long-term market coordinator, Vedam Kumar. We would like to acknowledge Vedam's work and dedication to the Broome Markets over a period of 10-years and wish him success in his future endeavors. Recruitment for a Sunday and Night Market Coordinator is underway, and we aim to have filled the position for the commencement of the Dry season in 2020.

The Broome Markets operate on many levels. It provides economic opportunity and artistic exploration for stallholders, enhances the Broome tourist experience, and is a community meeting place for connectivity.

This is a place created and supported by the many member stallholders who regularly trade at each market event throughout the year. The completion of Broome Market's first business plan is an exciting development aimed at creating a thriving marketplace that reflects the creative ethos of artists, artisans, designers and producers. It is driven by BCSA's objectives and will continue to direct the Broome Markets as it develops and adapts to meet new challenges and future trends.

In conclusion, I extend my thanks to our dedicated team members, supportive management committee and to all member and casual stallholders who give our market its distinct colour and atmosphere.

Sincerely,

Cathie Martin

Market Manager



Management Committee

The Broome Community Stallholders Association Incorporated (BCSA) Committee has the responsibility of overseeing the operations of the Courthouse Market, Thursday Night Town Beach Market and the Staircase to the Moon Night Market, and upholding the governance of BCSA. The Committee meet on a monthly basis and these meetings are open to all members of BCSA. The Committee comprises of 10 voluntary member stallholders who serve a two-year term. All committee members were appointed following elections by a quorum of BCSA members at the Annual General Meeting of BCSA. Each committee member has a strong local association and a love of community markets.



Chairperson

Leonie Wallis

Leonie has traded at the Courthouse Market for over 14 years. She has many years experience as a member and committee member of BCSA having served as Vice-Chairperson for four years previous to taking on the position of Chairperson. Leonie wants what is best for the market and to follow the guidelines in place to run a profitable and enjoyable marketplace.



Vice-Chairperson

Robin Strauss

Robin has nearly 50-years experience in business management including accounting and finance as well as many years experience in organisations and overseeing events and entertainment. He has traded as an artist at the Broome Markets for 3-years.



Secretary

Sally Malone

Sally has been secretary for BCSA for four years. She has many years experience in the management of small to medium sized organisations and has particular expertise in social services.



Treasurer

Mark Bentham

Mark has been treasurer for BCSA for the past 18-months. He has over 30-years experience as a board member for not-for-profit organisations and as an owner/operator of small to medium business. He is committed to achieving a local sustainable market that thrives all year round.

Management Committee cont.



Ordinary Member

Maggie MacFie

Maggie has been on the committee for the past 18-months. She has over 25 years' experience in governance working as a company director, CEO and public officer as well as holding ministerial appointments to many Advisory Groups and Councils.



Ordinary Member

Denis Kearsley

Denis Kearsley has served on the committee for the previous 18-months. He has many years' experience as a committee member on the board of various community sporting clubs.



Ordinary Member

Kimmie Cleave

Kim has served on the committee for the previous 18-months. She has many years' experience as a small business operator trading at the Broome Markets.

*Kim resigned as committee member in August 2019.



Ordinary Member

Damian Kelly

Damian Kelly has traded at the Courthouse Market for over 25-years as a professional photographer. He has previous experience as the Chairperson of BCSA and is committed to creating a vibrant market that supports local artists and artisans.

*Damian resigned as committee member in July 2019.

Ordinary Member

Magnolia Howard

Growing up in Broome the Courthouse Market was a big part of Magnolia's life. Magnolia brings many fresh ideas to the management of BCSA.

Ordinary Member

Clare Howard

Clare has traded at the Courthouse Market from the initial start up years of the 1980s. She has previously served on the management committee and contributed to the creation of BCSA's first constitution.

Team

BCSA place great value on employees. We seek to develop a cadre of committed, talented and local employees that act as a powerful source of competitive advantage. Our staff, together with stallholders, act as the warm and welcoming face to all visitors to the Broome Markets.

Justine Johnson and staff member. Justine and her husband Gus make and sell mango smoothies at their stall, The Juice Bar at the Courthouse Market made from freshly picked mangoes on their property in Broome.



Cathie Martin

Cathie was appointed to the position of Market Manager in 2018 following her appointment to Administration of BCSA in 2016. Cathie has negotiated several cost saving initiatives to operations at the Night Market and delivered numerous community driven initiatives at the Courthouse Market. She holds a post graduate qualification in Business Administration from Swinburne University.

Market Manager



Groundsperson

Shaun Clark

Shaun brings great skill and knowledge to the position of grounds-person. He has previously worked as a landscape gardener and was a Geikie Gorge National Park ranger. Shaun has also worked in computer programming, agriculture, horticulture, irrigation, landcare and Indigenous community development.



Market Coordinator

Frans Hoogland

Frans has been involved in the markets for the best part of 30-years. His involvement was initially as a trader at the Courthouse Market. As a member stallholder of BCSA he served as Chairperson. He has undertaken the role of Saturday Market Coordinator for three years.



Market Coordinator

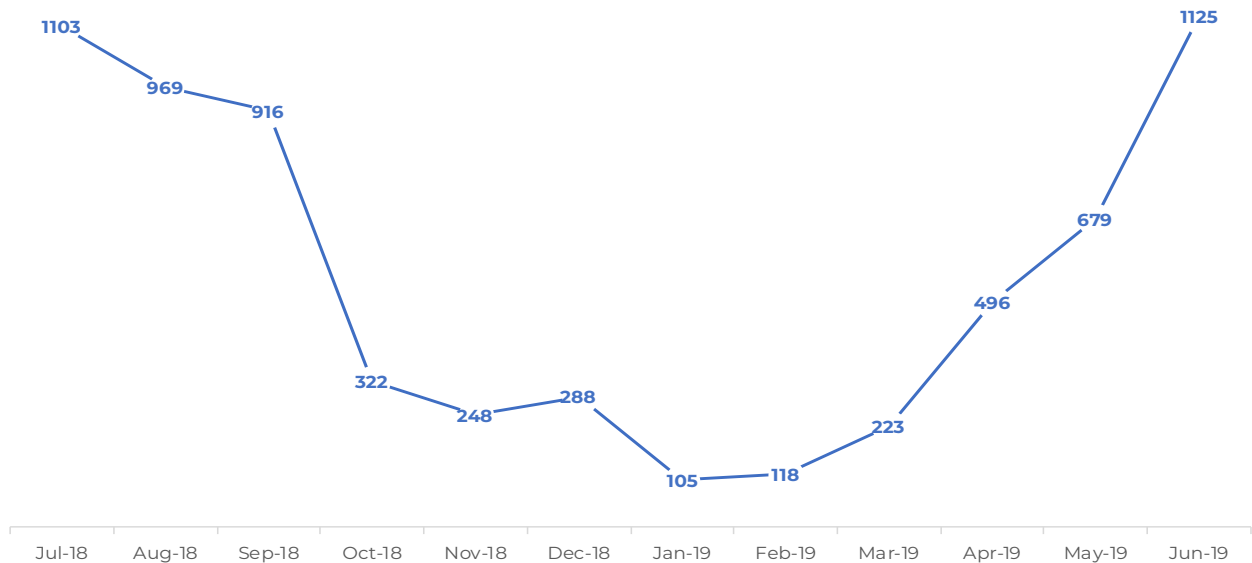
Pankaj Kumar (Vedam)

Vedam has worked as market coordinator for the Broome Markets for 10-years. He has a great love and support for community markets.

*In August 2019 Vedam resigned from his position.

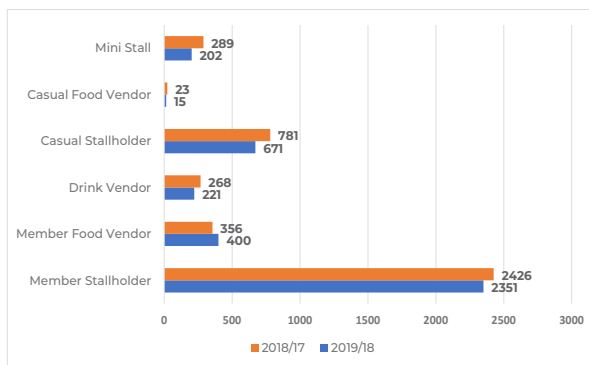
Data analysis and reporting

Stallholder attendance 2018/19

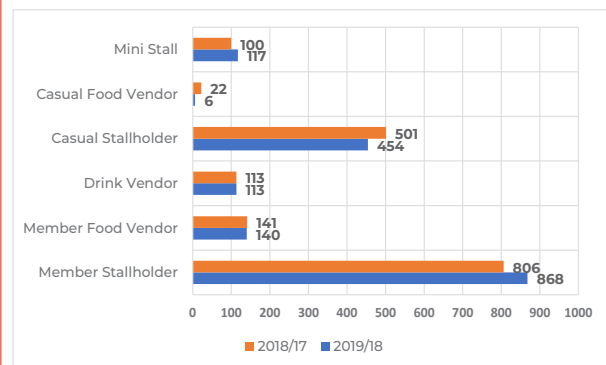


Stallholder attendance categorised by market event

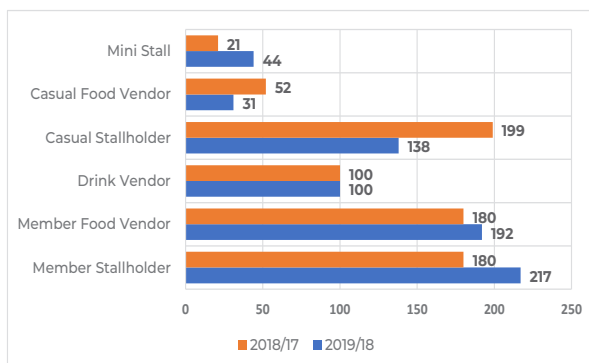
Saturday Courthouse Market



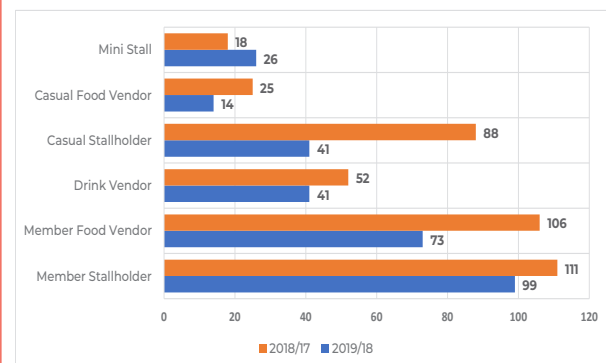
Sunday Courthouse Market



Thursday Night Market



Staircase to the Moon Market



Financial information

Revenue

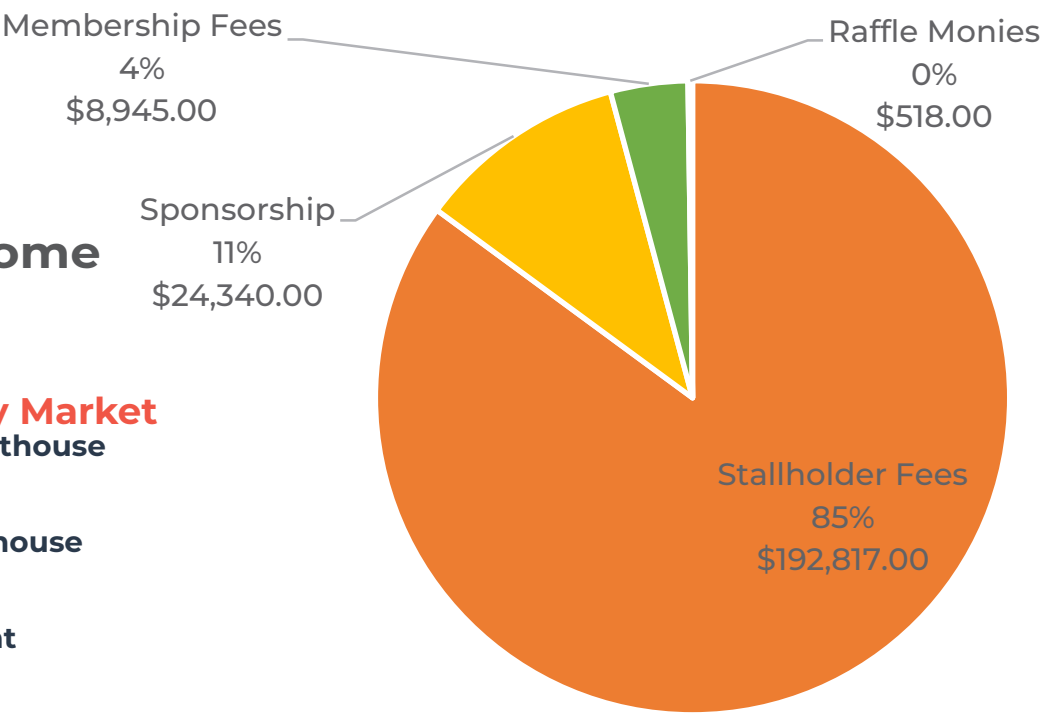
Income 2018/19
Total income
\$226,621

Revenue by Market
Saturday Courthouse
\$114,639

Sunday Courthouse
\$42,361

Thursday Night
\$35,618

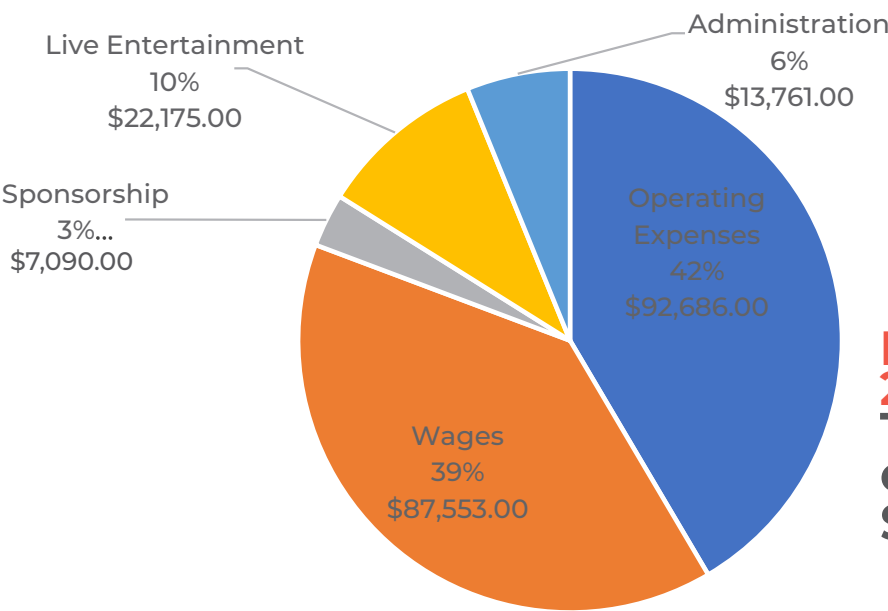
Staircase
\$18,105



For full audited financial reports, please go to www.broomemarkets.com.au

Expenditure

Expenditure 2018/19
Total expenditure
\$223,266



Testimonials

There are many highlights.

91

MEMBER
TRADERS

143

CASUAL
TRADERS



Wu's Dumplings is a multigenerational family owned and operated food business trading at the Broome Markets.

Local commercial fisherman turned entrepreneur, Courtney Reese, commenced trading at the Courthouse Market selling local Kimberley caught seafood.

Scitech at the Courthouse Market

The Courthouse Market offers organisations the opportunity to engage directly with the community.

Night Market

The Thursday Night Market and Staircase to the Moon Night Market at the Town Beach Reserve continue to be a popular attraction for local residents and visitors to Broome.



Youth performance opportunities at the Broome Markets.



"I enjoy the social interaction at the market and meeting dogs and their owners."
Phoebe Duncan



Testimonials cont.



"We come to the Courthouse Market because it is the community hub of Broome on a Saturday morning."
Brendan Renkin, Broome Community Voice

Astrid Gerrits initially started trading at the market to provide business experience and employment opportunity for her 14-year old daughter, Joy Moor.
"Now we make people happy a hundred times a day sharing poffertjes. We love the positive interaction."





"The Broome Markets are a great social event and a great way to be involved in the community. Trading at the market helps me financially support my art therapy workshops for men and women in the Broome community in recovery of mental health." Brent King, Sacred Kingfisher Creations



“The Courthouse Market is a gateway for small businesses like mine and especially helpful to primary produces.”

Cassandra Douglas-Hill, AgriFutures Australia 2018 Science and Innovation Award winner and grant recipient who aims to build an aquaponics system in Broome to produce a more sustainable, locally grown food source.

Visitors Say

A visit to Broome is not complete without a wander through the Broome Markets.



Alan Ventress

“A good spot for a wander to see what local artists are up to.”



Lynette Pomeroy

“Nice little market, interesting stuff and nice people.”



Ron Logan

“Good markets, worth a look. Good range of food & craft. Get your Broome mementos here.”

Thanks to our supporters



To the Shire of Broome for their three-year sponsorship and in-kind contribution to the *Staircase to the Moon* and *Night Market* event which ensured the events continued success.

To the The Attorney General WA, Minister for Lands WA, Department of Justice WA and Magistrates Court, Broome for their agreement to use the Broome Courthouse Gardens for the weekend community markets. Special thanks to Registry Manager, Sheldon Pratley and Shirley Wignall for their ongoing support.

