



Briefing on Applecross Rotary Carparking Activity at the Perth Makers Market (PMM)

PMM is the initiative of Erin Madeley.

- She conceived the concept in 2015 and made it happen.
- Held in the Heathcoat Precinct 6 times a year.
- Now has + 150 stall-holders
 - Bigger than Applecross Rotary Jacaranda Festival
 - It's a great success as a community market place.
- More than 3000 persons attend each event.
- The PMM brand feels vibrant and strong.
- Erin/PMM support several charities and NGO's.
- Erin is a good advocate for Rotary.
- She invited Applecross Rotary to handle the car parking for the event in the lower car park beneath the Heathcoat precinct.



Why Does Applecross Rotary Do This

- **Community Support**
 - Rotary in Action: we facilitate the success of this fantastic community event.
 - An opportunity for us inside the market to engage with the public about Rotary.
- **Fundraising Opportunity.**
 - Can collect donations at point of entry into the car parks.
 - Can sell drinks within the event venue.
 - Can place the Club's money spinner in a prominent location.

What Happens to Make it Work?

- Liaison
- Set Up
- Car parking:
 - Upper car park
 - Lower car park
- Rotary Kiosk
 - Drinks & Spinner
 - Rotary (and PMM) advocacy.
- Take Down

Liaison

- Between PMM events must discuss with Erin issues and future plans.
 - Relationship Building.
- Issues include:
 - Feedback from previous event
 - Health and Safety Issue
 - Maintenance/Improvements to the lower car park
 - Location/Operation of the Rotary kiosk
 - What charities to support
 - Coordination of extra resources on the event day.
- Need to liaise with the E-Club and other support persons.
- In 2017 done by Whelan & Williams with support from Dawson & Taylor.

Set Up

- Gear stored in Kenn's Shed
- On Saturday arvo
 - Raceways and Signage in Lower car park
 - Fence off broken ground
- Early (6:00 am) Sunday morning
 - Bunting 7 signage on Public Road
 - Signage and Witches Hats in Top car park
 - Rotary Stall, ice and drinks
- Two teams of 3 persons
 - Whelan, Williams and McWha
 - Dawson, Taylor and Pearson.
- Takes about 2 hours on Saturday and 2 hours early Sunday.



Car Parking – Upper car park

- Very busy early on.
 - Need to be on the roundabout outside the venue
- ACROD & BWG Issues.
- Once full - it's a routine exercise.
- Need 4 people.

Car parking – Lower car park

- Peak period between 9:30 and 11:30 am.
 - 2 race ways in
 - plus 1 exit road.
- Traffic mngm't on main road.
- Need tight compact rows.
- Capacity is about 600 cars
- Beware of loose sand
- Heat stress
- Separate pedestrians and cars
- Needs a team of 6-7 persons
 - Ideally young and smart
- Disposition of Coin Collectors.



Lower Car park Issues

Be nice to the patrons



There are some awful drivers

Rotary Kiosk

Issues

- Location
- Set Up & Signage
- Spinner
- Drinks/Ice
- Supply Erin's desk
- Dual role
- Engagement
- Need 2 people.

Take Down

- ~ 90 minutes
- Need 3 people
- Manual work



Issues

- Resourcing:
 - The Club is stretched to the limit.
 - All Members asked to commit to the roster. 3 x/year.
 - **If you can't make it, please arrange cover for yourself**
 - We rely on E-Club; a \$ collection sharing arrangement.
 - Also rely on “young actives” from TBD and Rotoract.
- Comply with risk management requirements
 - Traffic Plan still to be completed
- Money collection and security.
- Heat stress
- Overview on the day.

Fund Raising Outcomes

- Past 12 months: equivalent to +\$25 per hour.
 - Drinks are the most profitable line.
 - Spinner needs a good spruiker.
 - Can have a very effective outcome
 - Coin Collectors need right attitude and storyline.
- Involve Erin before nomination of charities
 - TBD and Starick