

Dale Stewart  
CEO Shire of Denmark

Re: request for waiver of fees for venue hire Berridge Park for Denmark Arts Markets

Dear Dale,

Denmark Arts Council would like to request a waiver of fees for the use of Berridge Park for the Denmark Arts Markets for this and forthcoming Markets seasons.

We believe that the original reason the fee was imposed was that it was a compromise with the Denmark Chamber of Commerce for what was then perceived as competition for trade on a Saturday. It has since been shown that in fact local businesses experience an increase in trade from the markets as a result of the high attendance (2500-3000 in the three Dec/Jan markets and 11000 at Easter) which naturally spills out into the town shops, as well as the many stallholders who stay, eat and shop in town.

A stallholder survey undertaken in Jan 2012 offers some additional recent information about the significant economic benefit the markets offers to the local economy. Stallholders responded that they spent a considerable amount of money in the town around the time of their markets visit – with comments such as *We are from Perth and we spend \$200 to \$300 in Denmark each time we attend the markets, Opportunity to visit wineries and other tourist destinations in Denmark area after markets.*

With respect to local stallholders, the economic benefits are also significant. The majority of stall holders report earning between \$200 and \$1000 at each of the December and January markets (with estimated three times this much at Easter markets). 20% of stallholders earn between \$1000 and \$3000 at these markets. Stallholders were also invited to comment on the markets as a business promotion opportunity. Responses included:

*Great advertising of product, Get private functions from market exposure, Help to start business, Local and visitors buy our work, Market attracts a lot of potential customers; Unique Product of stall holders keeps people returning, Really important to people starting business; Albany resident believes this market increases the business potential of all the local retailers; Provides us with an affordable opportunity to promote our work.*

In addition to the economic benefit to local businesses, entertainers and stallholders, it is, of course, well known that the markets provide a boost to the overall touristic image of Denmark, with comments from the survey including:

*Denmark Markets are unique not just to Denmark but to Australia, A Great opportunity to showcase quality products and the Denmark township to the rest of the world, The Entertainment is world class, Important feature of community; Showcase vibrancy of town; Integral part of marketing and community support; They are iconic and unique, People from around the region come to visit these markets.*

Denmark Arts turns over around \$350-400 000 annually – the vast majority of this staying in Denmark. Whilst the Shire's annual contribution of \$42 000 is gratefully received, we are a small organisation, operating on a skeleton staff to increase this money almost ten-fold. We believe that other events using Berridge Park are not charged a similar fee and would appreciate the Council's consideration of a fee waiver for the use of the Park for market days.

Kind regards,

Vivienne Robertson  
Artistic Director  
29 Nov 2012



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