

Event Plan

Narrandera Lions Community Market

Third Sunday Each Month

(start date TBA)

Marie Bashir Park

Narrandera



Event Name: Narrandera Lions Community Market

Date: 3rd Sunday each month

Time: 9am to 2pm

Location: Marie Bashir Park, Narrandera

Purpose: A community market with a focus on reconnecting the community through a regular event and opportunity for community members and groups to be able to trade products, communicate information and services.

Funding: This event will be funded by the Narrandera Lions Club and the plan is to create a sustainable event – financially and environmentally.

Executive Summary:

Narrandera Lions Community Market will be held in Marie Bashir Park from 8am to 1pm on the third Sunday each month. The market will consist of market stalls – merchandise, food, services and community.

The aim of the market is to bring the community and visitors together on a regular basis and will hopefully become a regular outing for both local and regional visitors. The plan is to hold the market each month of both regularity to the traders and reliability to those attending.

Our target market for this event is initially local residents of all ages giving them an opportunity to get together which they have little chance to do since COVID. As the market establishes it is anticipated that visitors from throughout the region plus those travelling through the region will attend from time to time.

We see the event enhancing social cohesion for a mixture of ages in a fun family friendly event, with children enjoying the event location with an onsite well-equipped playground, skatepark and some fun activities as they may be organised.

There will be a flow on effect for our visitor economy with attendees having the opportunity to visit the event multiple times whilst patronising the rest of town.

Target Audience:

The target audience will be all ages who live within the shire or surrounding shires. However, the event will be marketed in several different regions so anyone with an interest in markets is a potential attendee.

An estimated attendance for the event is 200 (coming and going not all at once) consisting of a range of ages, however the aim will be to grow the event over time.

Marketing Summary:

Marketing will commence as soon as the event is approved and will consist of social media and media releases. Closer to the event – posters, banners, media releases and more social media campaigns will be launched.

Site Considerations:

Marie Bashir Park is used for cricket matches, their draw is available around September, as the area designated for the market is the southeast corner of the park this will not affect the conduct of the game or enjoyment of their spectators.

Parking for Marie Bashir Park – surrounding the park there are parking spaces for 360 cars plus side streets without impeding on any commercial parking. The Park will only have food vendors and stall traffic within the park area with no movement whilst the event is going. It is not anticipated that a Traffic Management Plan will be needed but one will be submitted if requested. Consideration is being given to booking the Narrandera Lions Train to help ease congestion with locals being encouraged to utilise this service.

A Statement of Environmental Effects has been created as part of this plan. More detail for items in the plan is listed below;

- The area of the park to be used is bordering Twynam St and Newell Highway
- If a PA is used the volunteers will ensure that noise levels comply with EPA standards for residential areas.
- Food vans & marquees will be put up just prior to the event and removed straight after the event.
- All stalls or food vans will be no closer than 3m from the pedestrian path not adjacent to play or exercise areas.
- Extra 4 x 70 litre bins will be onsite to cater for waste made by the event – a volunteers will be look after bins and refresh the toilets during the market.
- Any vehicles entering the park will enter via Adams Street car access – only vehicles necessary for stalls will be allowed onto the park.

Waste Management:

A waste management plan has been prepared to address site waste management this includes measures listed above.