

Eltham Community Market History

by Dawn Bennetts April 2017

The following is an account of the market history as I remember it together with information from minutes of meetings and other documents generated by the market committees over the years.

I have been a stallholder at the Eltham Community Market since October 1985. My stall consists of handmade dolls and teddy clothes of all sizes. I began making these clothes when Cabbage Patch Dolls first came into fashion. I had been making the clothes for the local Montmorency School fete, and it was suggested to me – ‘Why not make them and sell them for yourself?’ This inspired me to have a stall at the Eltham Market.



The market began in the late 1970's – (Around 1978), and was held on the first Sunday of the month from February to October, and the first and third Sundays in November and December. There was no market held in January. The operating time being - 9am – 2pm. The market was started by the Eltham Living and Learning Centre to provide an outlet for those people creating handmade or home grown products at the centre, to sell their creations. The market started as a very small concern – just several stalls in the driveway of the Living and Learning Centre located in Main Road, Eltham – and was called the Eltham Community Art and Craft Market. Stall holders had to be residents of the Eltham Shire. The market gradually became more popular and needed more space in which to operate.

In 1985, the market moved location from the Living and Learning Centre, to the council owned car park off Pryor Street, Eltham (near the Safeway store). Stall fees at this time were \$4.00 per stall, and there were up to 150 stalls at the market. The Eltham Council employed the Market Co-ordinator and the entire market was also covered by the council insurance. Some funding from stallholder fees was given by the council to the market committee to operate the market. The market was organised by a voluntary committee of permanent stallholders. The Treasurer and Secretary were reimbursed for any outgoing expenses they incurred on behalf of the market.

In 1992, it was decided that the market would apply to become an Incorporated Organization. A very well attended meeting was held at the former Shire Office building in Library Place, Eltham. The market was to be non profit, and money from stallholders' fees was to be donated throughout the year to various community projects. The co-ordinator was employed by the market committee and was the only paid employee. The committee members were permanent stall holders only. Rent would be paid to the Eltham Council for the use of the site. The name 'Eltham Community Art & Craft Market' was applied for, however it was rejected because the Eltham Council had already been granted that business name. The market committee applied for, and on August 6, 1992, were granted, the name 'Eltham Community Art & Craft Market Stallholders Association Incorporated'.

Stall fees gradually increased1988 - \$10, 1991 - \$12, 1992 - \$15, 1998 - \$20. It was no longer necessary to be a resident of the Shire of Eltham to have a stall at the market.

In 1995, there were on-going plans, suggestions and rumours that the Safeway store which abutted the market site, was going to extend. This meant that the market site would no longer be available.

In 1998, the committee put a submission to the Nillumbik Council (Eltham Shire Council became Nillumbik Council in 1994) assuming responsibility for the operation of the Eltham market.

Discussion between Safeway, Council, market committee, and planning departments etc continued until around 1999!

In October, 1999, the market contacted the council again, asking to re-negotiate the lease in order for the market to operate itself at a new site. That site was partially owned by the Body Corporate of the Eltham Mall, (the rooftop area) - as well as a small council owned car park that adjoined the rooftop car park, and ran through to Dudley Street. The market committee also arranged a contract to enable a co-ordinator to be employed.

In February, 2000, an application for a permit was made to and granted by the Nillumbik Council for the market to operate on those two areas. A huge advertising effort was begun to advise prospective customers of the change of location.

In July, 2000, the first market was held in the rooftop car park & adjoining council car park.



Also see **Appendix 'A'** for the [Eltham Market at the rooftop carpark 2000.](#)

The market operated very successfully on that site for several years with numbers averaging around 100 stalls, but in 2003, insurance costs increased dramatically. The market committee found it necessary to charge stallholders an extra \$60 on top of that year's stall fees of \$240 per year (for permanent stallholders), to cover the cost of the insurance. Stall numbers declined and the rent for the site was going to increase, so once again another location was looked at. A new logo was introduced to try to modernize the market. The words on the logo were changed to 'Craft & Produce', rather than 'Art & Craft'.

In 2004, many changes took place. A new location was chosen in Panther Place, Eltham (**APPENDIX 'B'**).



Eltham Market current location – Panther Place

The market and Nillumbik Council signed a lease agreement, allowing the market to operate in the car park near the library, as well as some stalls in Alistair Knox Park. It was decided that the date of the market would change from the first Sunday of the month, to the third Sunday of the month beginning February 2005, and still providing two extra markets in November and December. The operating time changed to 8.30am – 12.30pm. The cost of a casual stall site increased to \$30....permanents sites - \$81 for 3 months, and increased to \$420 per year in 2005. There has not been an increase in stall fees since then. The new location appeared to work well - having 120 stalls at the first markets towards the end of 2004, including 60-70 casual stalls!

In 2007, it was decided that more donations would be given to local community groups or activities.

In 2014, the market committee decided to no longer hold a market on the first Sunday in November, reducing the number of markets for the year from thirteen to twelve.

In November 2015, approval was given by the council for the market to operate until 1.30pm.

In 2016 the market received the Nillumbik 'Community Group of the Year' award. The total amount that has been donated to the local community is now over \$100,000!

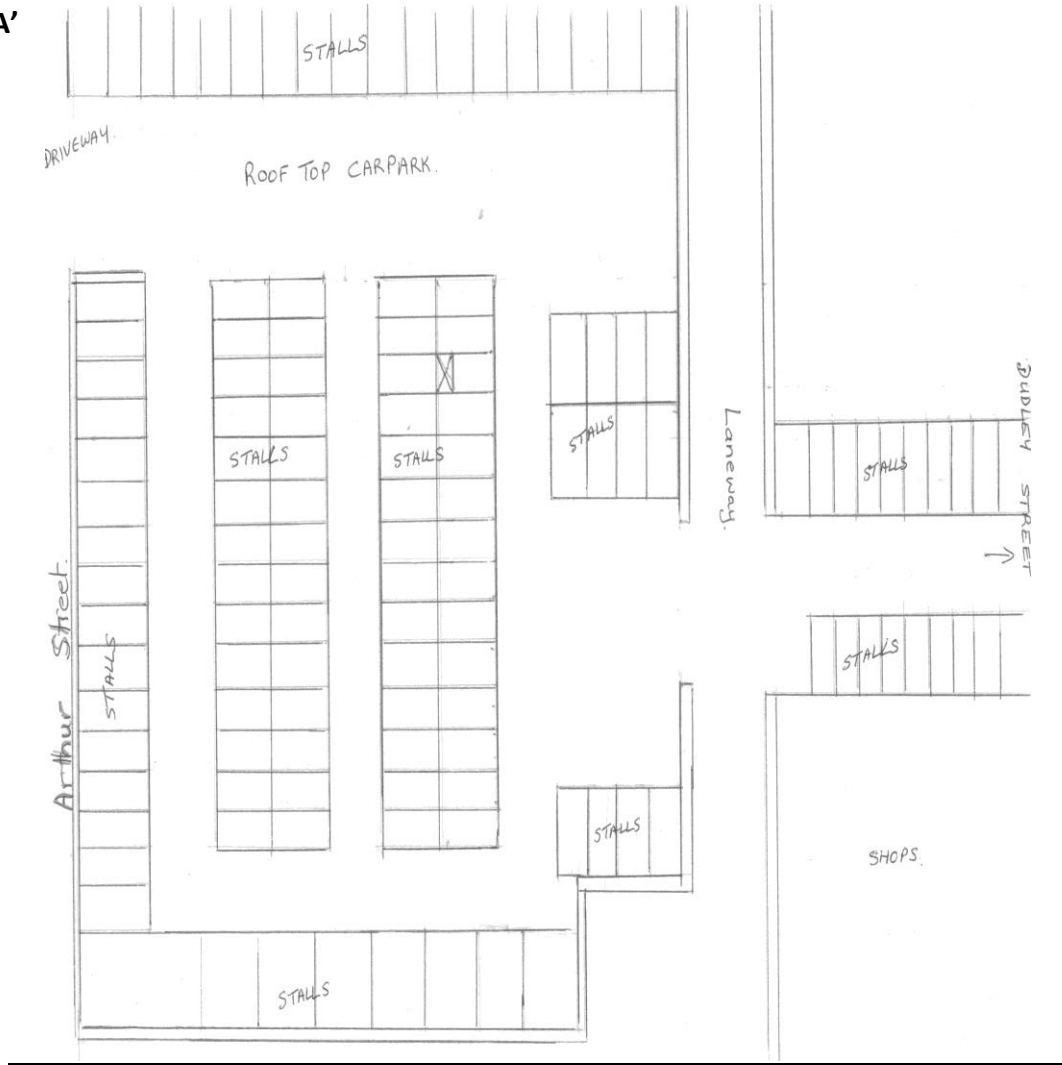
In February 2017, the market committee decided to change the operating hours once again to 8.30am to 1pm.

At **Appendix 'C'**, I have included logos used by the market during its history.

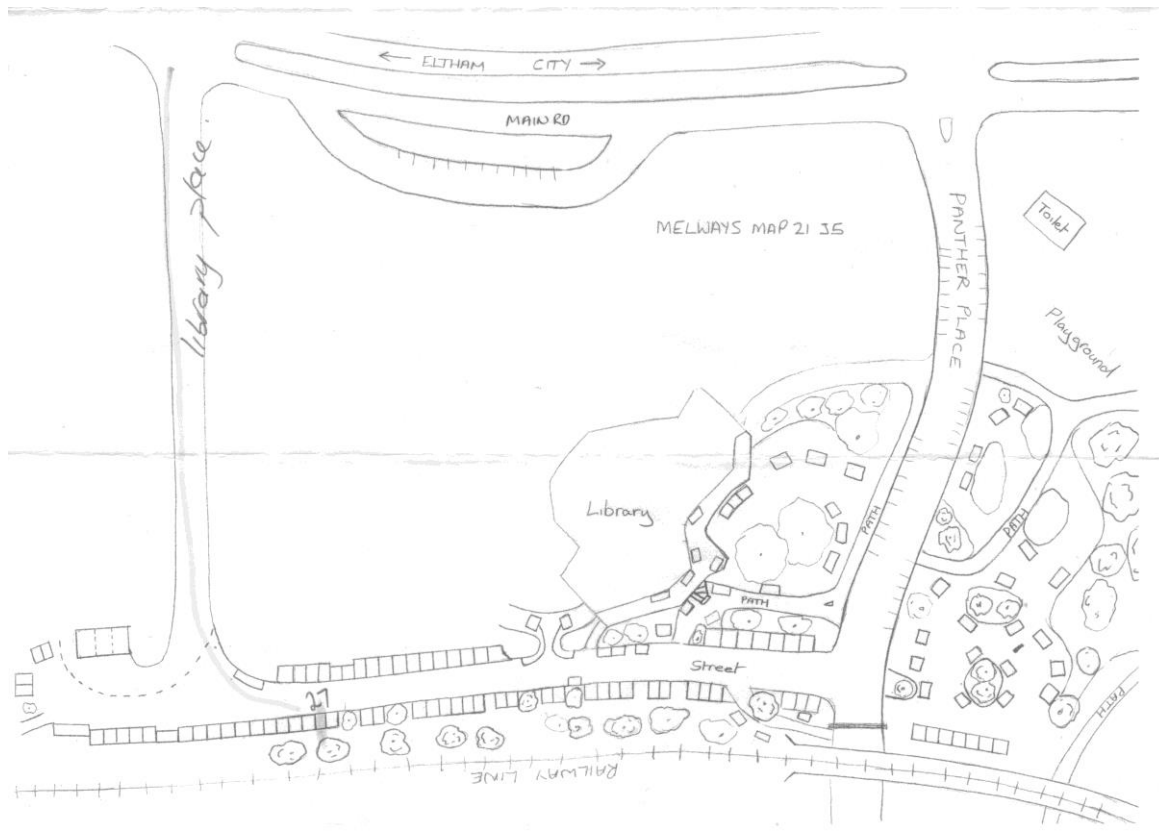
At **Appendix 'D'** I have also included documents relating to the market incorporation.

Unfortunately, with the changes in technology etc, local markets appear to be finding it a little difficult to keep stall holder numbers high.....but the one advantage of purchasing from a local market is the fact that you meet the actual maker of the product. Hopefully, local community markets will continue to operate for many years to come.

APPENDIX 'A'



APPENDIX 'B'



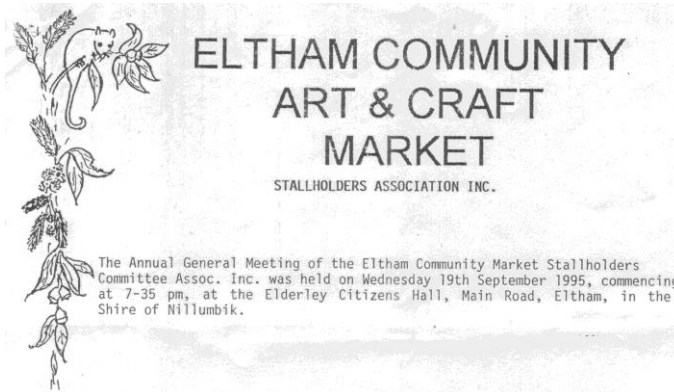


ELTHAM COMMUNITY ART & CRAFT MARKET



AGENDA FOR THE SECOND ANNUAL
GENERAL MEETING OF THE ELTHAM
COMMUNITY MARKET STALLHOLDERS
ASSOCIATION INCORPORATED, HELD ON
THE 21ST SEPTEMBER, 1994.

1. Welcome to the Second Annual General Meeting
2. Apologies



The Annual General Meeting of the Eltham Community Market Stallholders Committee Assoc. Inc. was held on Wednesday 19th September 1995, commencing at 7-35 pm, at the Elderley Citizens Hall, Main Road, Eltham, in the Shire of Nillumbik.



Postal Address:
P.O. Box 704 Eltham, 3095
Phone: 9444 7833
ABN: 60906 130042
Reg: 1055620H



Newsletter July 2010

PO Box 704,
Eltham 3095
Phone: 0401 288 027
www.elthammarket.com.au
elthmmarket@yahoo.com.au

Documents relating to Incorporation 1992



Shire of Eltham

895 MAIN ROAD, ELTHAM, POST OFFICE BOX 21, ELTHAM, VICTORIA, 3095
TELEPHONE: (03) 430 1122
DX 99508 ELTHAM
FAX (03) 439 6099

Our ref: DWL:JM
LCR/0807

6th August 1992.

COPY

Mr David Plumeridge
Deputy Registrar of Incorporated Associations
Corporate Affairs Office
471 Little Bourke Street
MELBOURNE VIC 3000

Dear Sir,

I refer to an application made by the Eltham Community Art and Craft Market and signed by the President (at that time) of the Committee, Mrs Marie Ryan, for the Committee of the Eltham Community Art and Craft Market to become incorporated under that name.

As it turned out, the Council of the Shire of Eltham had already applied for and been granted, the ownership of that business name. Hence it becomes necessary to apply for a different name to be in accordance with incorporated associations requirements.

Consequently, we the undersigned, and being the majority of the ten person Committee, hereby apply to incorporate the Committee of the Eltham Community Market Stallholders Association.

Accordingly, having been elected Public Officer by the undermentioned Committee members, the President of the Committee Mrs M Ryan having resigned, I hereby apply on behalf of the Eltham Community Market Stallholders Association Committee for the name "Eltham Community Market Stallholders Association" to become incorporated.

I am informed that it is merely necessary to change the name on the already submitted application, and I hereby apply to do this.

As the Committee is experiencing considerable difficulty, particularly with regard to financial matters, by reason of not being incorporated, I would be extremely grateful if you could expedite this matter for the Committee.

Yours faithfully,

P. Callaghan
Patricia Callaghan,
Secretary,
Eltham Community Market Stallholders Association.

COPY

ASSOCIATIONS INCORPORATION ACT 1981

Section 7

Registered no. : A0025689R

CERTIFICATE OF INCORPORATION


THIS IS TO CERTIFY THAT

ELTHAM COMMUNITY MARKET STALLHOLDERS ASSOCIATION
INC.

6TH AUGUST 1992

IS ON AND FROM THE
INCORPORATED UNDER THE ASSOCIATIONS INCORPORATION ACT 1981

Given under my hand at Melbourne this 6TH DAY OF AUGUST 1992.


Deputy/Assistant Registrar of Incorporated Associations



Shire of Eltham

895 MAIN ROAD, ELTHAM. POST OFFICE BOX 21, ELTHAM, VICTORIA, 3095
TELEPHONE: (03) 430 1122
DX 99508 ELTHAM
FAX (03) 439 6099

6th August 1992.

The name of the incorporated association is:-

"ELTHAM COMMUNITY MARKET STALLHOLDERS ASSOCIATION."

STATEMENT OF PURPOSE:-

The focus of the market is to be a high quality Art and Craft market, to provide a venue for local crafts people to sell their wares, whilst providing a community day of enjoyment to Eltham residents and visitors to the Shire.

It is essentially an Art and Craft Market.