



City of **HOBART**

**MEMORANDUM: LORD MAYOR  
DEPUTY LORD MAYOR  
ELECTED MEMBERS**

## **SALAMANCA MARKET MARKETING**

**Meeting: Finance and Governance Committee      Meeting date: 17 August 2021**

**Raised by:** Lord Mayor Councillor Reynolds

### **Question:**

Can the Director advise how much is spent on marketing and how much is our proposed new budget for marketing?

### **Response:**

There is \$40,000 allocated for marketing in the promotions budget line for Tasmania's Own Market and Salamanca Market for the 2021-22 financial year.

This budget is being used to support stallholder promotions and a particular focus has been on attracting local audiences to the market in response to fewer visitors in Tasmania as a result of border closures. To date activities have included:

- The 'Faces of the market' campaign, which has been used as full page newspaper adverts in the Mercury newspaper's TasWeekend magazine
- Radio advertising on Hit100.9, Triple M and 7HOFM, including radio adverts and live reads
- Regular social media posts on both Facebook and Instagram which have been boosted to local audiences
- A weekly electronic newsletter to 1800 subscribers promoting the market each weekend as well as the online store
- Promotion of the online store through winter collections using the Tourism Tasmania 'Off Season' branding, as well as promoting 'care packages' for people to post to loved ones on the mainland
- Inclusion of articles in City News and advertising in the Tasmanian Travel and Information Centre as well as the City of Hobart's car park digital advertising.

The market has also invested in activations that will attract locals to the market each Saturday. Tommy Choo Choo (Rotary Club of Lindisfarne) remains a strong drawcard for children and families and the train is booked for four (4) consecutive weekends.

A series of further promotions is being planned including giveaways and competitions. We are also in collaboration discussions with Destination Southern Tasmania regarding regional marketing.

To support our Hmong fresh produce stallholders we are currently exploring ways to showcase the market's fresh produce and encourage locals to do more of their weekly shopping at the market. We have produced tear drop banners to help make the Gladstone Street fresh produce section more noticeable and are investigating better signage for the area. We are also working on a collaboration with the Migrant Resource Centre and Eat Well Tasmania to promote ingredients and culturally diverse recipes that can be made using locally grown produce available at the market.

Last year, the total spend on marketing to support Tasmania's Own Market was \$13,125. This was a reduced budget due to the impacts of COVID-19 and the requirement to reduce spending across all areas within the City of Hobart.

A pre-COVID marketing budget is normally \$70,000.

*As signatory to this report, I certify that, pursuant to Section 55(1) of the Local Government Act 1993, I hold no interest, as referred to in Section 49 of the Local Government Act 1993, in matters contained in this report.*



Tim Short  
**DIRECTOR COMMUNITY LIFE**

Date: 7 September 2021  
File Reference: F21/89335; 18/17