

## Suitcase Rummage



### About

### Suitcase Rummage – sales from your suitcase

Suitcase Rummage is a mini scaled market aimed at supporting emerging artists, crafters and second hand marketeers.

It is focused on supporting local, entry level entrepreneurs and their locally produced handmade, recycled and upcycled products from a suitcase. It is designed to encourage the community to engage in ethical exchange through advocacy of local arts and crafts, fostering DIY entrepreneurs and supporting a sustainable economy.

Events are free to the public and have low entry costs for artisans (\$25.)

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### Why it is part of the Placemaking program

During our South Melbourne Community Consultant program, the community proposed several activation or event ideas to try to reactivate the Emerald Hill area of the Precinct. One of the ideas that came through were pop up markets to support the grassroots creative and artisan producers as well as offering something decidedly different.

The aim is not to compete with the area's existing market offering, but instead creating a pathway event, for local micro-artisanal businesses that are not yet ready to invest in a leased space, but need a platform for which to test their concepts and products out.

This in turn would create a pathway for them to expand to an extent that they are ready to take the next step and invest in a market lease, either with South Melbourne Markets or the Esplanade Markets.

This will be a trial of six markets over six months, starting in October 2019.

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<b>Location and Dates:</b>	<p><b>Location:</b> Suitcase Rummage will be held in the forecourt of the South Melbourne Town Hall.</p> <p><b>Dates:</b> Sat 12 October 2019 Sat 9 November 2019 Sat 14 December 2019 Sat 11 January 2020 Sat 15 February 2020 Sat 14 March 2020</p> <p><b>Times:</b> 10am to 4pm</p>
<b>Program</b>	<ul style="list-style-type: none"> <li>• Min 25 stalls (suitcases and rugs) placed around the public space available in the forecourt. Organised by Suitcase Rummage</li> <li>• Kids play area – location dependant on final market layout plan – organised by CoPP/external organisation</li> <li>• Roving musician/s – organised by CoPP</li> </ul>
<b>Intent</b>	<p>The purpose of the trial is to:</p> <ul style="list-style-type: none"> <li>- To activate an underutilised place within the South Melbourne Precinct and start to rebuild its historical purpose as a cultural and social hub.</li> <li>- To be a test case in re-establishing the place as an arts and creative centre in South Melbourne.</li> <li>- To include all communities that use this space and encourage more empathy towards each community.</li> <li>- To deliver a low cost, quick win event in Emerald Hill to gain trust of the community and encourage circulation through the Precinct.</li> <li>- To encourage a sustainable economy and improve perceptions of the area and positive place activity.</li> <li>- To allow time for the Placemaking team to investigate and deliver longer term place activities while this short-lead time activity can occur.</li> </ul>
<b>What are we trying to test</b>	<ul style="list-style-type: none"> <li>- Understand and engage with the creative economy in the area, from a grassroots perspective.</li> <li>- Encourage creative and artisanal industry growth, which aligning to the arts and soul strategy</li> <li>- Inclusion and empathy of multiple communities that work, live and play in the area</li> <li>- To test the Council's long term masterplan for the place, to become a creative hub and meeting area for the community.</li> </ul>