

SUMMARY OF EXPRESSION OF INTEREST SUBMISSIONS

Respondent & Description of Response	Is it Compliant? Yes or No	Comment Against Criteria			Evaluation Score	Rank
		Understanding of the Project	Demonstrated Experience	Capacity		
<p>Farmers Markets (WA) Pty Ltd</p> <p>All requirements have been met.</p>	Yes	<p>Farmers Markets (WA) Pty Ltd demonstrated a good understanding of the project. The response addressed the key elements required for a successful and sustained farmers' market. This included the market experience for customers, offering affordable extras for families such as pony rides, face painting and the like, holding annual one off events for Christmas, Easter and spring time and tourism. The response also addressed the site infrastructure required, vendor requirements and promotional requirements. This information demonstrated an understanding of the logistics of operating a farmers' market.</p>	<p>The respondent demonstrated current experience operating successful farmers' markets in Leederville (since 2013) and Eden Beach (since March 2015). It also demonstrated knowledge of the rural sector which is critical to the success of a farmers' market, market management and tourism.</p>	<p>The respondent nominated a team of three staff which has experience in agricultural related business and tourism management. It has an established network of farmers and fresh food producers in place at its two current markets. A sample list of vendors was supplied. It demonstrated an understanding of the constraints on produce growers participating in markets as well as ways to maximise participation in regular markets.</p>	82.3%	1

Respondent & Description of Response	Is it Compliant? Yes or No	Comment Against Criteria			Evaluation Score	Rank
		Understanding of the Project	Demonstrated Experience	Capacity		
<p>S Bottone & S Silvestrini t/as Melting Pot Market</p> <p>All requirements have been met.</p>	Yes	<p>Melting Pot Market demonstrated some understanding of the operation of a farmers' market. It briefly addressed sourcing food providers, administration, infrastructure, promotion and event management. The proposed market will recognise different cultures and celebrate events such as Chinese New Year and St Patricks Day. The proposed farmers' market would include an area of seating and family entertainment. Specific information on the type of entertainment to be supplied and who would be responsible for supply of the seating was not detailed.</p>	<p>The respondent did not demonstrate any experience operating a farmers' market. The proprietors of Melting Pot Market currently operate a mobile food business called Andy's Bratwurst Hut. The mobile food business has participated in food events such as Chilli Festival, Good Food & Wine Show, Wanneroo Show, Oktoberfest and the like.</p>	<p>The respondent did not demonstrate that it has an established network of farmers and fresh food producers or the capacity to operate a regular farmers' market. Its experience is limited to participating in food events as a food vendor not in the operation and management of a farmers' market.</p>	28.7%	2