

NCC Market stall guide

WHY ARE MARKET STALLS USEFUL?

Having a market stall allows you to engage with members of the community that you might not otherwise have access to. It provides a chance to find out what issues they care about, educate them about local issues and to build relationships. It's also a great way to channel people's passion or frustration into action, if they are keen to get involved in a specific campaign or the wider movement but don't quite know where to start. You can even find new volunteers for your group!

Make sure you collect data of how many people you talk to, and about what. You can use this data of what the residents in your electorate care about to report to your MP in a meeting with your MP or candidate forum. Here are some steps and things to consider when planning a market stall:

Step 1: Choose a local market

Find a local market that is generally busy, and where your stall would be suitable (e.g. not a food only market).

Discuss with your group what your capacity is and how often you are able to host a market stall. Book in a regular stall (fortnightly, monthly) that aligns with your capacity.

Step 2: Find the relevant equipment

Ideally for a market stall you'll need:

- A gazebo for sun and weather protection (make sure it fits the market stall booth!). You can often buy these second hand on Facebook Marketplace and Gumtree as well, or perhaps borrow one from a local school
- A fold up table – so you can place any resources or items for purchase on the table
- Chairs – just a couple of fold out ones if useful, in case you want to sit down or have a break
- Paper weights – or just something to hold down any paper resources you have in case it gets windy!
- Hat, water, sunscreen – safety first!

Step 3: Engagement approach

Before the market stall, it's useful to think about what kind of tools and conversation starters you will have to engage people. Some ideas are:

- *A survey* – have a pre-prepared survey that relates to environmental and climate issues in the area. You can make it specific to local issues, or broader environmental issues, or a mixture. Using a survey, you can engage people by politely asking if you can ask them a few questions about what their views are.
- *A petition* – if you have a particular issue and you need to prove that there is support on the issue, you can bring the petition to market stalls. Before you ask people to sign the petition, start a conversation about the issue to see what their views are and it will give you a chance to explain why it's important, and why now.
- *Activities* – these can be for adults/children/or both! Activities can be fun as well as educational about issues. It's a great icebreaker for families. You can be as creative as you want, but some ideas are:
 - A quiz about local animals in the area
 - Colouring-in page – of local flora or fauna
- *Resources* – As well as having some form of resource to engage people, you could also consider having a physical resource that is both aesthetic and educational for people to take home. If your group has a name and logo, you can also have branded parts of the stall or resources, so people know who your group is. Some ideas for resources are:
 - A banner on the market stall with you group name and logo – this could be printed, or hand made
 - If you have t-shirts with you group name or logo, you could wear and sell them! If you don't have any and are a member group with NCC – reach out and we can send you some NCC t-shirts to wear.
 - Post cards with a relevant image, some information about the issue and your contact details or website
- *Fundraising* – having items to sell will bring people to your stall and can also help with fundraising for your group to cover costs. You can get really creative and make something handmade if that is something that you enjoy. Some ideas are:
 - Baked goods
 - Keep cups
 - Seedlings of native plants

- Branded tote bags (or you can paint/sew/draw/print on them with any design)
- T-shirts – either branded with your name or logo, or ones that you’ve designed e.g. with a picture of a glider on it
- Raffle tickets – you can collect people’s emails or phone number to let them know they’ve won. Don’t forget to have a couple of good prizes (you could ask members of the community to donate something)
- *Get creative!* The above are just some suggestions. You can get as creative as you like. Each market stall doesn’t need to be the same as well, you can always experiment with different approaches.

IMPORTANT TO REMEMBER

Be sure to take a clipboard with you so that you can collect data of how many people you talk to and about what, but also so you can collect people’s name, email addresses and/or phone numbers so you can follow up with them if they want to learn more.

If you aren’t quite ready for a market stall, you can also just attend a market with some handouts and have casual conversations with people who are around.

Reach out to use for ways that NCC can support you! We can potentially help with advice or resource creation. You can also apply to become an NCC member! [Click here for more information and to find out about other benefits.](#)

Get in touch at ncc@nature.org.au or by calling (02) 9516 1488