

Heart Inspired Events

Mount Hawthorn Hawkers Market Summary Report - December 2016 – April 2018

Heart Inspired Events has planned and delivered the last two seasons of the Mount Hawthorn Hawkers' Market on Friday nights at Axford Park, Mount Hawthorn.

The first season started in December 2016 and finished in March 2017. The second season was extended by Market Management and started in November 2017 and is due to finish at the end of April 2018.

The Mount Hawthorn Hawkers' Market has been a weekly food festival every Friday night throughout the season. In true food market style, food vendors in trucks, vans and marquees have offered hawker-style street food cuisine that is affordable and also fresh and tasty to eat.

Unlike other hawkers markets around Perth, the Mount Hawthorn Hawkers' Market has become a 'boutique hawkers' market.' It has between 10-15 food vendors each week and patrons have the opportunity to dine alfresco in a lovely park setting under the stars.

Food vendors include offerings from Italy, Thailand, Hungary, Argentina, the Netherlands, India, Malaysia, Australia, Asia and other locations around the world. To ensure that the hawkers' market continues to appeal to the many locals that frequent it, the food vendors have been rotated on a fortnightly and some on a monthly basis.

The Mount Hawthorn Hawkers' market is not only a weekly food marketplace but it has also become a meeting place for locals to come together and enjoy street-style food and live entertainment. People working locally also meet up with friends after work or just call past to grab a bite to eat.

Every week, an outdoor alfresco area is set up with tables and chairs in three different areas in the park. Patrons have also been encouraged to bring picnic rugs and spend a relaxing evening with friends and family, enjoying cuisine from all around the world. Additional lighting is also set up each week to make the space inviting and safe to move around in.

The hawkers' market attracts over 500 people each week. It is an exciting food market that provides a meeting place for residents, friends and visitors to eat and socialise. Many of the same people attend the market on a regular basis. This weekly event contributes to the sense of community in the local area and is a safe and enjoyable space for patrons to spend their Friday evenings.

Each week musicians have filled the air with their tunes and created a great vibe at the market. Children are also catered for with a face painter and a bouncy castle at the market each week, and other weeks free craft activities and giant games are organised for the children (weather/wind permitting).

Waste management is taken care of by market management and each week the park is left in the same condition it is found. Some of the park power is utilised each week, while other vendors bring their own power to run their operation.

Local businesses and community groups have been invited to promote their products and services to the market patrons but many have declined due to the timing (Friday night start of the weekend) of the market. Now that the market has been operational again for two seasons, Market Management will make a more concerted effort to encourage local businesses to utilise the hawkers market to promote their offerings.

Going forward, Heart Inspired Events would love the opportunity to manage the Mount Hawthorn Hawkers Market for another two seasons. The team would continue to manage the market as it has for the past two seasons but they would also like to add some more value to the market with a special mini-event each month within the hawkers market. This could take the form of showcasing local businesses one month, then another month having gourmet/small batch producers set up a 'Pop Up Tastings' and another month a handmade craft market just prior to Christmas. All these additional activities would encourage more people to visit the market.