

Pitch proposal - The Town of Cottesloe

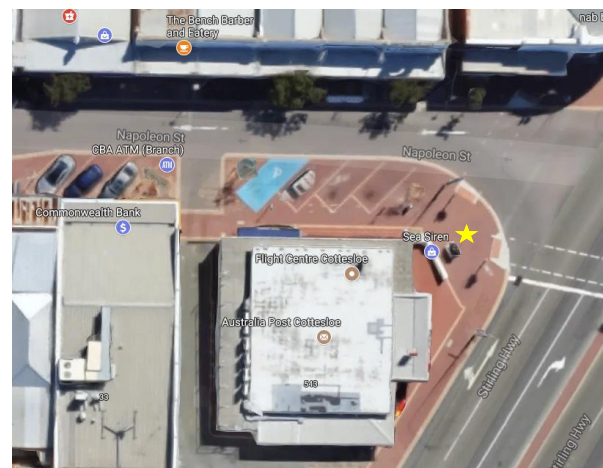
At the request of two vendors that live locally to Cottesloe, The Big Issue is interested in setting up a selling location or 'pitch' for regular use by Big Issue vendors within The Town of Cottesloe. Currently The Big Issue has pitches in 19 metropolitan LGAs, including in the surrounding areas of Nedlands, Claremont, East Fremantle and Fremantle. The proposed location for use by Big Issue vendors in Cottesloe is the corner of Stirling Highway and Napoleon St. This location has decent foot traffic and a large stretch of pavement, so Big Issue vendors will have access to potential customers without affecting the amenity of the location.

Ideally, pitches are available to our vendors to utilise at times convenient to them, and as such we aim to have a flexible arrangement with the City whereby the proposed location can be utilised from Monday – Sunday throughout regular shopping hours. It is difficult to say how many days per week a vendor would use the location and we would like to be able to offer as many days as possible. Some of our vendors work 5 days a week and some only work 1 day a week according to their capacity and needs. We would expect a pitch in Cottesloe to be utilised at least 3 times a week, but if it proved worthwhile for a vendor he or she may wish to use it more regularly.

Our suburban vendors generally stick to a consistent timetable or schedule. This can take a little bit of time to develop as different pitches are busier at different times, and trial and error is needed to determine when a pitch works well for our vendors. We would expect a pitch in Cottesloe to be popular with vendors between 10am and 2pm.

The proposed location is situated outside an Australia Post store. Included in this proposal is a letter of support from Donna Vecchio, State Manager WA of Australia Post. The Big Issue and Australia Post have a long-standing partnership.

It is important to note that when a pitch location is in a suburban (non CBD) area, the Big Issue will only permit experienced vendors who have a proven track record of adhering to the Code of Conduct to utilise the pitch. Vendors do not use any equipment, such as tables or stands when selling The Big Issue Magazine.



The Big Issue Australia is an independent organisation that provides opportunities for homeless and marginalised people to positively change their lives.
Helping people help themselves.

Purpose of The Big Issue

For 21 years, The Street Magazine Enterprise uses the publishing model to deliver an independent, sustainable and self-funded business solution to marginalisation and homelessness. By selling The Big Issue magazine each fortnight, homeless, marginalised and disadvantaged people have the opportunity to earn an income and be actively included in society.

Authorised vendors purchase copies of The Big Issue for \$3.49 and sell it on the streets for \$7.00, keeping the difference.

The Big Issue see ourselves as providing an opportunity to people who would otherwise find gaining employment difficult. We recognise that people often come to us with a variety of issues and we strive to provide no-barrier opportunities to everyone. We are about empowering people to help themselves.

The magazine aims to change people's attitudes towards the homeless and unemployed. It allows vendors to interact positively with the general community, regain lost confidence, build self-esteem and develop job skills that will hopefully move them into employment elsewhere- although we recognise that for many this might not be possible.

The Big Issue's expectations of Vendors:

When vendors sign up to sell The Big Issue they are required to sign and abide by a Code of Conduct (CoC) that governs The Big Issue's expectations of vendors. As part of on-going dialogue with The Big Issue staff, the vendors are regularly reminded of their obligations under the CoC. The CoC includes (but is not limited to) the following requirements:

- Vendors will wear visibly their Vendor identification badge at all times while selling The Big Issue;
- Vendors will sell only on allocated pitches and within times set out by the Vendor Support Team;
- Vendors will not harass, obstruct or otherwise inconvenience any person while selling The Big Issue magazine;
- Vendors will not buy or sell The Big Issue whilst under the influence of alcohol or controlled substances or if a member of staff feels they are unfit to work;
- Vendors may not use threatening, derogatory, aggressive or discriminatory behaviour (including racist, sexist or homophobic comments) towards customers, the general public, Big Issue staff, other vendors, distribution points, our representatives, or any person working with vendors, in or out of The Big Issue buildings. Vendors who do so will be asked to leave and may be issued with permanent suspension;
- Vendors may not ask for money other than the cover price of the magazine. Change must always be offered to the customers. Vendors may not ask for donations, beg or busk.

The Big Issue's requirements for a Pitch Partner:

A 'pitch' is a set selling location that vendors are allowed to book (via The Big Issue Office) for a period of time and sell their magazines from. In general, a pitch will be:

- In a safe and relatively open location;
- Have high foot traffic;
- In a location where a vendor will be highly visible;
- In a location where the vendor will not impact upon amenity and access (Vendors do not use stalls or require any kind of permanent fixtures);
- Be regularly available for vendors to book (ideally 7 day a week if possible).

The only requirement of a Big Issue 'Pitch Partner' is to provide The Big Issue with an appropriate and specific pitch location that vendors can utilise to sell magazines from. It is not the responsibility of the 'Pitch Partner' to organise when and which vendors utilise the pitch, or to deal with any vendor matters.

In areas similar to the Cottesloe shopping precinct, such as Subiaco and Claremont our vendors have become a much loved and valued part of the community and we constantly receive positive feedback from local residents and businesses. Both areas have 2 vendors that work these areas regularly and earn an income that sustains their quality of life.

The Big Issue's responsibilities:

The Big Issue has a duty of care to its vendors and as such, staff are in regular contact with vendors whilst they are working. The Big Issue understands that different requirements may be needed at different selling locations, and work with LGAs/Businesses/Organisations to ensure any pitches are managed according to the particularities of the location.

The Big Issue responsibilities include:

- The provision of appropriate training and ongoing encouragement and support to Vendors;
- The allocation of a 'pitch' (location) that is non-exclusive (using a pitch booking system);
- To treat all Vendors equally;
- At all times of operation hold Public Liability Insurance for at least ten million dollars.

A Big Issue Staff member is available 7 days a week, during normal business hours if there are ever any concerns over a vendor.

	Position	Phone	Hours
Andrew Joske	State Operations Manager		
Sonya Bateman	Vendor Support Coordinator	08 9225 7792	

18 August 2017

Mr Andrew Joske
State Operations Manager WA
The Big Issue
249 Hay St
East Perth WA 6004

Dear Andrew

I am writing to confirm that Australia Post is supportive of The Big Issue establishing a pitch outside the Cottesloe Post Office, on the corner of Stirling Highway and Napoleon St. Cottesloe.

Yours sincerely

Donna Vecchio
State Manager WA Post Office Network

Direct telephone:
Email:

22nd November 2017

Town of Cottesloe
Broome Street
Cottesloe WA 6011

Dear Sherilee,

Re : Proposal to establish a pitch for the Big Issue Magazine in Cottesloe

As requested the proposal regarding the establishment of pitch space in Cottesloe to see the Big Issue Magazine was presented to the board by email. Due to the quick turnaround requirements this was not sent out to the businesses in the area for comment

Although not every board member replied the general consensus was to allow the proposal to go on trial for a period of 3 months to determine if the concept was successful in the area.

Kind regards

Jane Baker