



Avalon Palm Beach Business Chamber Inc. & Blue Sky Events Pty Ltd Joint Media Release

Avalon Beach Market Day smooth transition to new management

One of the longest and most popular running local community markets on Sydney's Northern Beaches is undergoing a change in management.

As Market Managers for the past 7 years, Blue Sky Markets has worked in conjunction with the Avalon Palm Beach Business Chamber to create an event where the Avalon CBD becomes a market precinct attracting tens of thousands of visitors to the village for one day in November each year.

In recent years the difficulties of sourcing volunteers accompanied by the complexities of administration and regulatory compliance has seen the Chamber move to contracting part of their role to a locally owned project and events management consultancy, Roobarb and Company Pty Ltd.

As a result, Blue Sky has recommended that the entire event be coordinated by one entity and not split across multiple parties. In making this recommendation Mr Ross Alexander, Principal of Blue Sky Events said:

"We have thoroughly enjoyed working with the Avalon Business Chamber on Market. This year we will be working closely with the Avalon Business Chamber to ensure a smooth transition in the way Market Day is produced".

Gareth Jones, President of the Avalon Palm Beach Business Chamber thanked Blue Sky for their past services and acknowledged the generosity of their gesture to work with the Chamber, at no cost, during the transitional period this year.

"The Chamber has built a very strong and happy relationship with Blue Sky. This is an opportunity to refresh the market and we are very excited about the future. It should be placed on record that Ross Alexander has been an instrumental factor in assisting the Chamber in making this change and he has been a willing contributor at all times".

In 2016, the market moved from being held on a Saturday to Sunday, which turned out to be a positive move for local business and visitors to the area. Based on that success, this year the market will be held on Sunday 19 November.

For more information regarding Avalon Beach Market Day visit www.avalonbeachmarketday.com.au.

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