



**Partners Improving Marketplaces Project: Piloting New  
Initiatives for “Empowerment of Women Vendors and  
Engendering Market Management in Melanesia” Phase 2  
Final Report**

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## 1. Introduction and Background

Phase 2 of the Partners Improving Marketplaces Project: Piloting New Initiatives for “Empowerment of Women Vendors and Engendering Market Management in Melanesia”, sought to build upon the ground work established in Phase 1 of the project, which consisted of a widespread scan of markets throughout Melanesia. A number of issues, areas of need and concerns for women market vendors were raised following Phase 1. These included: occupational problems including: lack of transport facilities to get themselves and their goods to and from the market; lack of basic facilities (e.g. toilets, shelter, water supply, clean surroundings); lack of safety and security measures to protect them; uncooperative local government authorities; outdated or vague regulations regarding market vendors and their rights; lack of organised vendor representation; lack of business development services for women vendors (i.e. microfinance and other services) and sometimes very primitive asset management and maintenance systems.

The aims of Phase 2 were to focus on a smaller number of specific markets, and to pilot responses to the identified needs from Phase 1 of Partner’s Improving Marketplaces.

## 2. Objectives, Methodology and Reporting

The objectives are outlined below, with the project log frame, with methodology and reporting following.

### Objectives:

Scope of work		
Activities	Objectives	Expected Outcomes
1-Market Improvement Handbook	<ul style="list-style-type: none"> <li>- From the outline provided by UNIFEM, test trial the information with the stakeholders and make recommendations for improvement</li> </ul>	<ul style="list-style-type: none"> <li>- Recommendations for the development or the Fiji Market Improvement Handbook</li> </ul>
2-By Law Reform Discussion Process	<ul style="list-style-type: none"> <li>- To review and understand existing by-laws and related materials</li> <li>- To learn further about the perspectives, priorities and needs of all stakeholders with regards to market by-laws in order to assist the improvement of current market by-laws</li> <li>- To make recommendations on how to best develop gender sensitive by-laws</li> </ul>	<ul style="list-style-type: none"> <li>- Literacy review</li> <li>- Focus Group Discussions (4x)</li> <li>- Market by-laws framework</li> </ul>
3-Asset Management Policy Framework	<ul style="list-style-type: none"> <li>- To identify options for improved asset management in existing, new markets, or with new facilities</li> </ul>	<ul style="list-style-type: none"> <li>- Individual Meetings</li> <li>- Focus Group Discussions (4x)</li> <li>- Market asset standards Framework</li> </ul>

4-Economic Analysis	<ul style="list-style-type: none"> <li>- To obtain accurate data on the financial operations of the markets in Fiji, through a participatory economic analysis process</li> </ul>	<ul style="list-style-type: none"> <li>- Analysis and recommendation for adopting Gender Responsive Budgeting in local governments</li> </ul>
5-Initial Training Process	<ul style="list-style-type: none"> <li>- To support the management of markets in order to address the key issues defined in previous activities and highlighted in the market scan</li> <li>- To guide the formation of associations of market women</li> <li>- To assist selected markets to prepare proposals for market improvements and to negotiate with donors</li> <li>- To prepare stakeholders on how to prepare funding proposals for improvement of markets</li> </ul>	<ul style="list-style-type: none"> <li>- Modules for workshops developed: 1) Group Development and 2) Project Management</li> <li>- 1 day Workshops (4x)</li> </ul>
6-Guidelines Development	<ul style="list-style-type: none"> <li>- To prepare recommendations for the development of a toolkit</li> </ul>	<ul style="list-style-type: none"> <li>- Cross section guidelines developed</li> </ul>
7-Debriefing workshop	<ul style="list-style-type: none"> <li>- To present final materials</li> </ul>	<ul style="list-style-type: none"> <li>- Final materials</li> </ul>

**Logical Framework Guide: On following page**

Logical Framework Guide	Objective	Measurable indicators	Means of verification	Assumptions
<b>Goal</b>	To assist women market vendors to improve their working life/conditions and to help create a more gender sensitive operating environment for markets in Fiji.	Opinions and feedback from women market vendors, market masters and associated city council counterparts to determine any significant change in circumstance and/ or uptake of training provided in Phase 2.	Surveys of stakeholders  Data on relevant city council or RLA action as a direct response to Phase 2 activities/training.	Chosen women market vendors wish to and have the time to participate in Phase 2 activities e.g. FGDs and training.
<b>Purpose</b>	To assist women market vendors to overcome the problems they currently face in the marketplace, which include: including: lack  Lack of transport facilities  Lack of hygienic ablution facilities,  Lack of OH+S policies  Lack of rights and lack of business development opportunities	Improvement in marketplace conditions as outlined; Market vendor satisfaction with facilities increases; by-laws and asset management policies show gender responsiveness.	Surveys of individual market vendors for both quantitative and qualitative data.  The physical appearance of marketplaces – is there any marked change?  Formation/consolidation of market women’s associations, formative evaluation of Marketplaces Phase 2.	There is a possibility of market vendors feeling pressured to answer surveys positively when being interviewed or questions.  There is a risk that there may be an agreement to improve facilities, but this may not be carried through until much further down the track.
<b>Outputs</b>	To produce recommendations for Fiji Market Improvement Handbook  To produce a market By-laws framework  To produce a market asset	Women market Vendors canvassed for their opinions/input through FGDs, council/policy stakeholders canvassed for their opinions through FGDs/interviews.	Interview transcripts and FGD tally sheets, physical output of required documentation from each activity.	- Stakeholders available and willing to participate in interviews/FGDs and training.

	<p>management framework</p> <p>To provide gender responsive budgeting advice</p> <p>To develop training modules on group development and project management</p> <p>To develop a set of guidelines</p>	<p>Training days held for relevant stakeholder groups.</p>		
<b>Activities</b>	<p>Preparatory Work</p> <p>FGDs and Interviews Conducted</p> <p>Analyse Results</p> <p>Produce Frameworks and associated guidelines</p> <p>Conduct Training</p> <p>Finalise Materials</p> <p>Please see Gantt Chart for further detail Appendix 1</p>	<p>FGDs/Interviews and training sessions conducted in each location as per timing outlined in Gantt chart.</p> <p>Deliverables received by UNIFEM on time.</p>	<p>Inception Report</p> <p>Monthly Update Reports</p> <p>FGDs attended by at least 10 people per session</p> <p>Interviews conducted with all relevant council/policy stakeholders in each location</p> <p>Frameworks and Guideline documentation</p> <p>Training sessions held</p> <p>Final material documentation presented</p>	<p>- Will of stakeholders to affect change</p> <p>- Political stability in the country</p>

## Methodology and Reporting

1. Market Improvement Handbook: This handbook was designed to augment the Market Improvement Handbook created by Focus in Phase 1 of the PIM project.

Recommendations provided in the handbook came from the following:

- a. Observations during market scans, survey taking, and awareness raising of project in the marketplaces
- b. Focus group discussions with women market vendors in each of the locations

- c. Individual consultations with staff from markets, city councils, local government and local non-government organisations (e.g. YWCA)
- d. Economic analysis survey results

Sections of the handbook are divided into Infrastructure issues, Market management, and Services. The handbook is designed to be simple and not too overwhelming for market authorities and interested market vendors. Within the Handbook we have also included a short section on By-law improvements/framework and the Asset Management framework. This handbook has been shared with stakeholders at most target markets for feedback; however we have not received any as yet.

## 2. By Law Reform Discussion Process:

The current market by-laws of each market were reviewed as well as best practice by-laws, with a view to improving them and making them more gender-friendly. For this deliverable, we were able to engage the services of Clayton Utz Lawyers Brisbane, to review each of the four market's existing by-laws. We developed recommendations for improvement through participatory processes such as the focus group discussions with women market vendors in each market, and extensive consultations with market staff in each market location.

The existing Market By-Laws were reviewed with focus on specific areas of interest including but not limited to:

- gender neutrality of the By-Laws;
- the rights and obligations of both vendors and the authorities governing the markets;
- practical elements of individual stalls and the markets generally including:
  - the system of issuing licences;
  - penalties for non-compliance with By-Laws; and
  - access to and conduct within the Markets both during and after hours; and,
- workplace health and safety issues including:

- hygiene standards of the stalls themselves;
- physical conditions of the market generally; and
- sanitary conditions of ablution and bathroom facilities and the obligation of Council to clean and maintain

Please see the document, Overview of Process – Revision of By-Laws, in the Appendices for a more detailed description of changes made.

We hope and envision that each of the revised market by-laws will be forwarded on to each of the relevant market's council for consideration and ratification. With this in mind, Clayton Utz has advised us of the following, which should be passed on to the relevant councils:

We are not able to advise on Fijian law and we recommend that these documents be reviewed by legal counsel in Fiji to ensure they comply with and reflect the necessary standards in all respects. If you would like assistance to identify suitable legal people in Fiji, we may be able to help, but leave that to you.

Although we have substantially completed the documents, there are certain outstanding pieces of information that we did not receive advice on from individual Councils. We have identified these in the drafts with notes or square brackets where further information needs to be inserted by the relevant people.

In passing these documents on to your contacts in Fiji we recommend that you flag the following things in particular:

#### **By-Laws**

- Relevant parts of the By-Laws will need to be amended in accordance with the usual steps involved in adopting new By-Laws eg. the year of the By-Laws, the legal notice number at the beginning, the details of the "Repeal" in section 44.
- Section 22(3) states that the speed limit for driving in the market is 20 km per hour. We wonder if this speed limit is appropriate for the Markets, given their bustling nature and the numbers of people in them at any time and it may be that a lower limit should be considered.
- The definition of "Market" in each By-Law should be reviewed by each of the relevant Councils and additional information added to the descriptions and addresses for the market precinct where possible.

#### **Market Rules**

- We have incorporated a concept of "Vendor Hours" into the By-Laws and the Rules. We set these hours as an hour earlier than the opening hour of the markets and an hour later than the closing hour. We had discussed this concept with you previously as a way of allowing the vendors time to be in the markets to organise their stalls before the general public arrive and to tidy their stalls and produce at the close of



the day after customers leave. We recommend that you flag this with each Council to see whether they think it is practical. If not, the Vendor Hours in section 4(a) of the Market Rules should be amended to be consistent with the General Public Access Hours in section 4(b).

- The Categories of Licences - each market may consider Permanent and Casual Licences differently. They should review the time limits inserted and ensure these reflect the way their licences currently operate.
- In section 4.3 of the Labasa Rules we have incorporated a section stating that the market is closed on public holidays, except where a public holiday falls on a Saturday. Labasa was the only market to advise us of this rule, but it might be worth asking the other markets whether this is also the case for them as well. If so, the wording from section 4.3 of Labasa's Market Rules may be used.
- In a similar way, section 5.2 of the Labasa Rules regarding produce being marked with prices may also be included in the other Market Rules if appropriate.

We recommend that all documents be thoroughly reviewed by the individual Councils to ensure that all terminology and mechanisms included adequately reflect their requirements and will operate, in practical terms, for each location.

3. Asset Management Framework: The aim of this component of work was to assess current asset management policies in existing markets, as well as develop enabling conditions for the diversification of market products. A simplified framework has been produced, drawing on our discussions with market vendors and market authorities, and is designed to be a simple to follow framework for market authorities, and is included in the Market Improvement Handbook.
4. Economic Analysis: Based on the lessons learned from UNIFEM Marketplaces Phase 1, desk review of secondary data (e.g. analysis reports, House and Income Expenditure Survey and Census data) and primary information gathered throughout the participatory activities mentioned above, FDC prepared an economic analysis of the financial operations of Fiji markets. This process was extensive and included travel to all four marketplaces to gather data from market vendors and market authorities. With the assistance of our Microfinance partners, several enumerators collated data from a random selection of over 200 market vendors. Please see the full Economic Analysis report in the appendices of this report. A brief of the process and some key tables are listed below. Please see the full Economic Analysis Report in the Appendices.

Brief methodology:

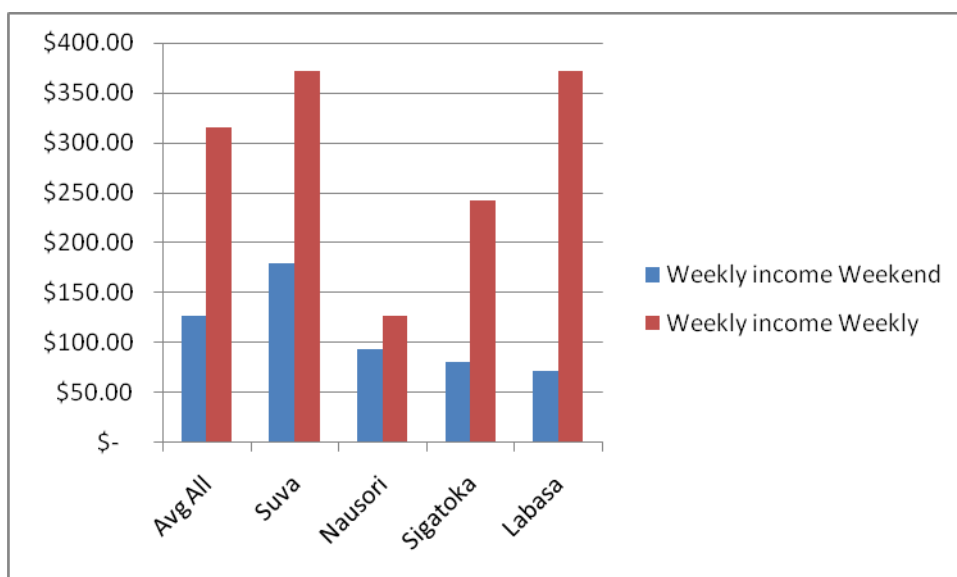
- Quantitative survey method used.
- Awareness flyers circulated in each market a week prior
- Conducted in both English and Fijian by our Microfinance partners
- Participants were randomly selected, i.e. both men and women, however 87% of respondents were women

- Results have been disaggregated in to weekly and weekend market vendors as these differed significantly

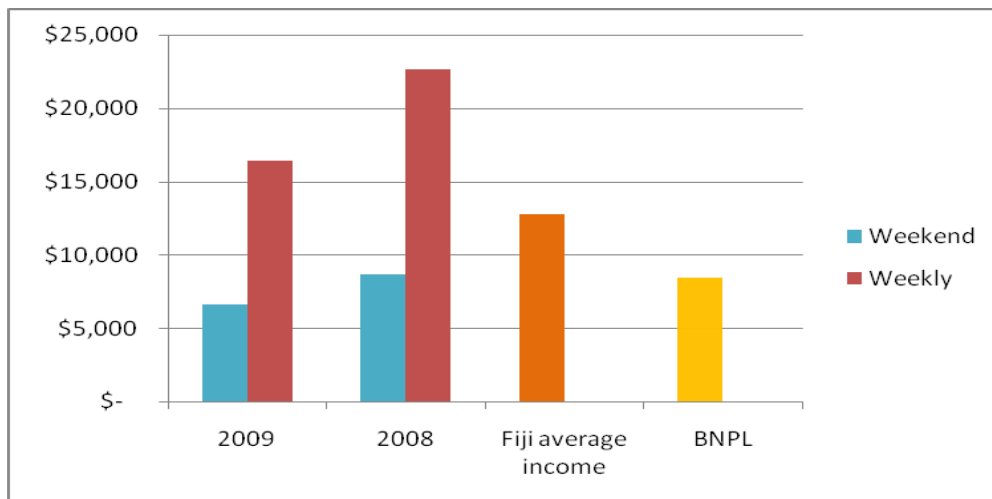
### Average Weekly Vendor Profile

	Weekend vendors	Weekly vendors
Weekly cash takings	\$ 147.06	\$ 314.17
Family/village expenditure	\$ 101.86	\$ 154.00
Transport costs	\$ 23.46	\$ 10.30
Tools of trade and materials (weekly)	\$ 6.92	\$ 21.66
Days at the market	1.69	5.85
Hours trading per day	10.12	9.94
Travel time	108.51	48.77
Weekly employee pay/vendor	\$ 3.47	\$ 25.47
% Grower	71%	29%
Stall costs	\$ 7.70	\$ 32.42
Wholesale costs	\$ 43.99	\$ 194.19

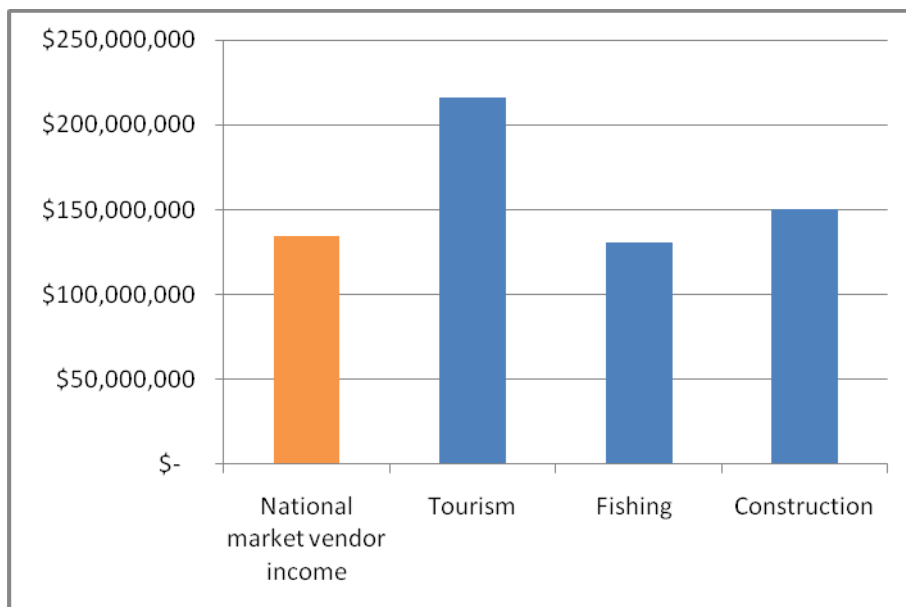
Figure 5: Market vendor weekly income



**Comparison of weekend and weekly vendor income with Fiji Average Income and Poverty Line (\$FD) 2009 and 2008** Note BNPL figure is taken from HEIS Report 2008 and adjusted for inflation



**Comparison of National Market Vendor Income with Income from key Industries (\$FJD)**



Market vending national income = \$134 784 000 [assume 1.6% of population are vendors and on average earn \$216 per week]. (Source: Fiji Reserve Bank)

## 5. Introductory Training Process

- a. **Group Development:** Design and pilot the delivery of a short workshop to guide the formation of associations of market women. FDC designed training of participants and trainers manual for Forming Associations in Fiji. This short manual contains team-building and leadership components, as well as the more practical steps which need to be taken in order for women market vendors to form an association. FDC also piloted and delivered a training session for women market vendors from Suva, Nausori and Sigatoka markets. Through this, women were also encouraged to join and be involved in existing market associations, if they did not want to form their own association independently. Feedback from the women involved in the training was very positive, with many suggesting that far more women market vendors should have access to the training to encourage them to improve their own situation, and feel empowered with other women.

Informal feedback suggests that following on from this, (and the increased awareness being provided through our project activities in the market), both Suva and Nausori have seen an increase in women participating in market association meetings. Please see the appendices for the relevant manuals. We recommend that these documents be translated in to Fijian and Hindi, for even more relevance and accessibility.

- b. **Project Management:** FDC have designed a basic Project Management guide for this component, with a training guide to accompany it. It is envisaged that both market vendors and market authorities will be able to easily use this document. We recommend that this documentation be translated to Fijian and Hindi. Please see the appendices for these documents. FDC has also assisted YWCA with the process of preparing a proposal for gaining funding to run a market booth in Suva City Council, as well as assisting markets to potentially secure funding for much needed improvement to infrastructure and assets.

## **Focus Group Discussion Report**

Although not in the original TOR, please find attached in the Appendices a report based upon our Focus Groups Discussions conducted with women market vendors in Suva, Nausori, Sigatoka and Labasa. This report is very useful in directly highlighting the issues that each of the women shared in

the discussions, and is a useful guide to draw upon in considering 'what next' for market based activities and improvements.

FDC also has longer, more extensive FGD reports for each of the locations, which are essentially summarised in the above report. Should UNIFEM wish to have these longer individual reports, we will provide these.

### **3. Next Steps**

This worthwhile project still has a lot of potential for activities to empower women market vendors, as well as further engender market authorities. We look forward to working with UNIFEM on the Phase 2 Extension activities for this project, including the drafting and design of an extensive infrastructure project for selected Fijian marketplaces.

### **Appendices**

- Market Improvement Handbook
- Market Bylaws amendments and guide to amendments
- Economic Analysis report
- Focus Group Discussion report
- Project Management modules
- Forming Associations in Fiji modules
- Marketplaces Fiji Stakeholder contact list