



## Newsletter of the Wairarapa Green Dollars Exchange Inc.

“A banker is a fellow who lends you his umbrella when the sun is shining, but wants it back the minute it begins to rain.” – Mark Twain

### Markets 2013

Sat 23 Nov: St John's Hall, Greytown

Sat 14 Dec: Carterton Events Centre

Markets run 9.30am–12.30pm.

Stallholders set up half an hour before.

Stallholder enquiries to our WAIS office.

#### WAIS Office:

Wairarapa Community Centre  
41 Perry Street, Masterton 5810  
06 377 0717

[www.wais.org.nz](http://www.wais.org.nz)

#### Co-ordinator:

Keith Sawyer

[letstrade@wise.net.nz](mailto:letstrade@wise.net.nz)

#### Membership Support:

Catie-Lou Manson:

[hungryhobbit@xtra.co.nz](mailto:hungryhobbit@xtra.co.nz)

Contact us in the way that best suits you with enquiries, offers and wants:



(06) 377 0717 – messages checked at least once daily, Mon–Fri.



email us at [letstrade@wise.net.nz](mailto:letstrade@wise.net.nz)



Skype message or chat to [letstradewais](http://letstradewais.com).



'Like' our WAIS Trading page to see the latest events & updates.



Subscribe to our blog: <http://letstradewais.blogspot.co.nz/>



Drop in or write to us at 41 Perry St, Masterton.



## Green Dollar “Zero Hero” Market

Saturday 23<sup>rd</sup> November 9.30am–12.30pm

St John's Hall, Greytown



All Welcome! Buy WAIS for local value!



delicious baking, **sausage sizzle**, books, dvd movies, sweets, **drinks**, crafts, **plants**, produce, **music cds**, knitwear, clothing + **much more...**

**NZ\$, Green\$ and WAIS Vouchers accepted.**

website: [www.wais.org.nz](http://www.wais.org.nz)

## Welcome & Happy Trading!

**WAIS0118** Sally Heming, Solway Masterton, (06) 370 2519/027 370 8408

[smheming@vodafone.co.nz](mailto:smheming@vodafone.co.nz). Offers: Trays – variety of large 500-piece jigsaw trays \$75 at 50%W\$; Snack sets: small tray with coffee mug – ideal Christmas presents, \$22 at 50% W\$; Cot Sets – Quilt, cover & matching sheet, wheatie bag & lavender sachet added extras, full set \$90 at 50%W\$. Quilt & sheet only \$75 at 50%W\$; Artwork – funky, solid wood animals – birds and aquatic life – various sizes, nothing over \$17 at 50% W\$.

**WAIS0119** Alex Von der Beeck, Masterton, 06 370 8806/027 466 3776 [alexvdbeeck@ymail.com](mailto:alexvdbeeck@ymail.com).

Offers: Firewood – sometimes pine, gum, elm, willow and poplar; pinecones and non-treated wood-shavings for beautiful packaging, animal bedding, garden, etc; 33lb woodsplitter & me.

**WAIS0121** Nell & John Macdonald, Masterton, 370 9060 & 027 2525 152 [nellib@vodafone.co.nz](mailto:nellib@vodafone.co.nz).

Offers: Free real estate appraisals if you are thinking to sell presently or in the future, give us a call for an honest appraisal; quality 2nd-hand clothing, various sizes, styles & accessories; solid lounge suite: lots of wear left in this one.

# Clever Marketing?

Guess how many stallholders our markets have been attracting on average during 2013? If it's any help, the number is *well over twice* what it was just three years ago.

The answer is 25, and that's a figure that should give us considerable cause for satisfaction, because a great deal of hard work has gone into generating such a distinct lift in numbers. How have we managed such an improvement? Like most questions, there's more than one answer.

In the first place we've had a sharp rise in membership numbers, leading to more members wanting stalls. Then there are the great Wairarapa venues we've been able to tap in to: Greytown's St John's Hall gives us access to the weekend Wellingtonians, Carterton's Events Centre takes us up-market both inside and outside, and now we've experimented with Masterton's YMCA, which received a warm pat on the back from most stallholders. And there's the way we've marketed the markets to members through the impressive newsletters, the Wants and Needs emails and the innumerable phone calls that precede each market.

So, yes, there's good marketing going on and it's been paying dividends – more stallholders means a greater range of goods on offer and this in turn attracts more of our members to come and shop. Green Dollars trading figures are, unsurprisingly, on the rise and after the YMCA market many members reported record trading figures. Sounds like it's all good news – but is it?

Talking to stallholders at the YMCA market it became clear that the issue at the forefront of members' minds is *how to attract greater numbers of the general public to our events*. We've got great venues and a great range of products, but what about getting a great increase in shoppers. What sort of changes could we make to achieve that?

We'd love your thoughts about how to grow the markets. Ideas put forward so far include:

- More widespread publicity and more prominent signage on the day.
- Send the market poster as an attachment to the emailed newsletter, asking members to download a copy and display it at their workplace, school, local supermarket etc.
- Link in to local communities by, for example, contacting local primary schools and offering them a free stall at markets in return for publicity in their school communications.
- Emphasise in all publicity that shoppers can buy in Kiwi dollars as well as in WAIS or Green.
- Come up with clever marketing tricks to aid sales, like Mary and Roger Stenton's from the last market: they placed their soaps in the toilets in the YMCA and invited users to come and check out the entire range of products on their stall. It worked a treat!

There's plenty to ponder here, for all our members. Please send in an email or call the office if you have feedback about these ideas or proposals of your own. Wairarapa Green Dollars is always growing and progressing; let's make some significant strides through clever marketing to the general public towards an ever-developing trading system for the benefit of us all – in times of abundance and in times of need.



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# Extra Christmas Market Opportunity

We have an opportunity for up to TEN Green Dollars stallholders to sell their wares as part of the “Twelve Days of Christmas” events promoted by Masterton District Council and the Safe and Healthy Community Council. This market is just three days after the Green Dollars Christmas Market in the Carterton Events Centre.



Other community groups will also be present on the night, including Special Olympics and Scottish Dancing, and there will be buskers and food stalls. Widespread publicity through More FM and print media is planned and it is hoped that the wider Masterton community will get right behind this build-up to Christmas. This is a valuable opportunity for stallholders to earn some dollars while at the same time promoting Green Dollars.

If you're interested in taking part on the night, here are some important details:

- Date & time: Tuesday 17 December, 6:30pm–8pm, outside the Masterton Town Hall.
- Cost: \$5 per stall to cover the cost of power, which will be available on site or by use of an extension cable from the Town Hall.
- Set up: 5:30–6:30pm (exact place to be confirmed, hopefully right in front of the Town Hall).
- We have the offer of free use of ten tables and chairs from the Masterton Community Centre.
- Hayden and Paul have generously offered their help to assist in getting tables and chairs on site and in setting up stalls.
- Stallholders can sell food and drink in addition to Christmas gifts. Displaying appropriate Food Health certification is important.
- Sales can be in NZ\$ or G\$/WAIS vouchers.
- In the event of bad weather the evening's activities will be moved inside the Town Hall.
- The first TEN members who contact the Green Dollars office will be able to participate.
- It's an option for two members to share one site/table/costs.

Please contact the Green Dollars office for more information: (06) 377 0717 – messages checked at least once daily, Mon–Fri or email us at [letstrade@wise.net.nz](mailto:letstrade@wise.net.nz).

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## Post-market Get-together at Mary & Roger's

On Saturday 14 December, at about 1 pm – after the Carterton Events Centre Market – Green Dollars members are invited to join Roger and Mary Stenton for mince pies and nibbles at their home, 479 High St South, Carterton, just a few minutes from the Events Centre. Members who don't make it to the market that day are also very welcome.

There will be tea, coffee and soft drinks provided. If you'd like something stronger please bring it with you. If you wish, 'bring a plate' to share. Please follow the convention of meat dishes on square/oblong plates and non-meat dishes on round/oval plates, so that vegetarians can easily know which dishes to choose from.

Directions to the house will be available at both the November and December markets, or talk to Roger and Mary on 04 831 1252 (yes, a Wellington number for a Carterton house). We look forward to seeing you there!



# Zero Heroes Market Day in November



Saturday 23 November at the Greytown market is Zero-Hero Day. Talented WAIS songwriters Stefan Brown & Nzumeus will be performing and we have a Z-H cake to share around. There will be treats in store for all of the Zero Heroes of the last twelve months who attend the Z-H market. Are you a Zero Hero? If you went from a below zero balance to an above zero balance, or vice versa between 1 November 2012 and 12 November 2013, then you are one of our Zero Heroes. Come to market and join the celebrations!

One of our Zero Heroes is Yvonne Davy, WAIS0092, who went through zero on 23 September this year. Yvonne has been whipping up tasty vegetarian meals for a couple of hard-working labourers who much appreciate the fast & healthy food after full days working outside.



## Green Garage Sales

Green \$ garage sales are win-win-win-win. The host gets to de-clutter, earn green credits and catch up with fellow Greenies, and there's NZ\$ sales from passing members of the public. The Green shoppers get some bargains without dipping into their wallets and it's a good way to informally show the public how we trade without money & how to save a bundle at garage sales!



The next Green \$ Garage Sale is on this weekend, Saturday 16 November, at Marjorie's house – 152 High Street North, Carterton, next-door to the Senior Citizens Hall. Green Dollar members are welcome to set up a stall on Marjorie's front lawn. Those with printers can download their own stallholder sales sheet from the Green Dollars website page, or pick one up from the office.

## Green Market Folders

The green folders our stallholders have access to for use at markets fulfil a number of functions. Their main purpose is to hold and make available the Market Stall Transaction Sheets for member customers to record their trades. They also contain:

- a brochure to pass on to interested members of the public
- a copy of our Market Code of Practice
- a list of forthcoming markets
- WAIS vouchers if the stallholder has them
- and a Buyer's Record of Transactions.



We distribute these at the start of each market and collect them at the end. Unfortunately we miss the odd one from time to time (even though they have "Property of Wairarapa Green Dollars" written on the back!). The last replacement folders cost nearly \$10 each. If you have any to return please bring them to the next market or to our office. Thanks!

## Local Currency in Class

Local business guru Jeanette Hall runs highly successful free NZQA business classes 3 to 4 nights & mornings a week at the Totara Village Conference Room in Queen St. A growing number of Green Dollars members have gone through one or both of her courses, and all agree it has helped them to expand their network and knowledge and given them greater confidence in dealings with business & finances.



Often times a relevant guest speaker brings insight to the class and Helen Dew had the floor during the Money Management sessions. Helen explained the logic and rewards in local savings pools compared to bank penalties, and how this unity has the power to change people's lives beyond financial security. She also related to the class the basic mechanics of TimeBanks & Green Dollars exchanges and gave examples of the social and mental health benefits for active and willing members, as well as the NZ\$ savings on trading. A few attendees knew a little about our local currency but not exactly how it worked; to others we were a whole new concept altogether. Everyone left with a much clearer understanding of how Green Dollars and TimeBank hours are given and received.

## Wairarapa TimeBank and Green Dollars Join Each Other

Wairarapa Green Dollars has just become a member of the Wairarapa TimeBank. We're looking forward to benefiting from the wonderfully wide range of skills and services that will become available as this alternative community currency grows. You can learn more at <http://wairarapa.timebanks.org/>



The TimeBank has also just become a member of Wairarapa Green Dollars. As most of TimeBank's current members are also members of Green Dollars, mutual membership will add other options of exchange and we are confident that by being members of each other's group, both organisations will benefit.

## No COGS Grant Leads to Major Cut-Backs

We were prepared to cope with NZ Lotteries delaying their grants by a few months but with the recent news of our COGS grant being declined your committee has suddenly had to address a major financial shortfall. We have decided to reduce our copying and phone costs: those of you receiving printed newsletters will now receive them in black & white. These small savings will help, but the most drastic change has been to the NZ\$ wages of Keith and Catie-Lou. While it was disappointing and unexpected to miss out on the COGS grant we have the back-up of our very own local currency to help us out. Our staff have generously agreed to receive a G\$ honorarium until we are back in a position to be able to pay wages again.

We will look at other grant options, and we hope to receive some funding from our members. Rather than implementing stallholders' fees we have decided to seek NZ\$ donations at future markets. We also hope more members will pay their subscriptions in \$NZ. Plans are also underway for a fundraising concert and a sausage sizzle. Support for these plans and other ideas welcomed. More details to come.

# WAIS Advertisements

Remember there are a variety of items for sale at the WAIS office.



DVDs; local artist CDs; 2 sheepskins; G\$ pens, including funky torch pens; jam, sauce & chutneys; new books for kids & adults and other novelty items.  
ALL 100% Green Dollars!!  
Call in if you're passing Perry St for some great gift ideas.

## Items for the December newsletter

Send any newsletter items for the next issue to the WAIS office

letstrade@wise.net.nz  
or Ph: 06 377 0717

by the end of  
November 2013

Fresian cow for sale.  
3 years old; in calf to Hereford; hand-reared. Could be a good house-cow or nurse-cow.  
Contact Di Batchelor  
WAIS3101



\$1250.00 G\$/NZ\$ 50/50  
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WAIS1476

## WAIS Advertising

### ADVERTISE HERE!

Regular boxed / formatted advertisements are W\$5 per issue.

Our newsletters are monthly and email updates (between newsletters) can also include adverts.

One-off classifieds are free to members.

Contact our WAIS Office.

**Small truck to move your goods Wairarapa-wide.** I have a good flat-deck ute. So if you need: rubbish / greenwaste picked up and taken to the tip; building materials picked up and delivered to your property, or your new fridge picked up and delivered to your door,



I'm your man. **WAIS1487**  
Kelby 06 3774132 email [mrkelbyjohn@gmail.com](mailto:mrkelbyjohn@gmail.com).  
Te Ore Ore, Masterton.  
G\$50c p/km; G\$25p/h

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If you want your work out there I have a website especially for you. Your photos, videos, poetry can be posted on this special site, controlled by an administrator to ensure against negative comments etc. \$150 a year, 50% in W\$.

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**WAIS0047 Lennie Te Whare:**  
0211265124  
[www.jingajack.com](http://www.jingajack.com)

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Frank & Maureen Craig  
WAIS1253

## WAIS office hours

Mon: 3.45pm-5pm  
Tues: 9am-12.30pm  
& 3.45-5pm  
Weds: 9am-12.30pm  
& 3.45-5pm  
Thurs: 9am-12.30pm  
& 3.45-5pm  
Fri: 3.45pm-5pm

Come and see Catie-Lou and Keith with your questions and ideas.

Community Centre  
41 Perry St, Masterton