

Central Geelong
farmers market



www.centralgeelong.com.au

Stallholders Information Guide
&
Terms & Conditions

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1. Introduction to the Central Geelong Farmers Market (CGFM)

The Central Geelong Farmers Market is an initiative of Central Geelong Marketing (CGM), a Committee of the City of Greater Geelong Council (CoGG), that is responsible for the management, Marketing, promotion and development of Central Geelong as a vibrant, dynamic and convenient place to visit and do business.

1.1 Key Objectives of the CGFM

- Provide the community and visitors to the region with an exciting and vibrant attraction in the heart of the City;
- Increase visitor numbers in Central Geelong for the economic benefit of all Central Geelong businesses;
- Complement existing products and services available from Central Geelong businesses;
- Provide growers, farmers and producers from throughout the region and Victoria with a venue to showcase and vend their product direct to the public;
- Provide a congenial atmosphere, incorporating entertainment and education for people of all ages.

1.2 Frequency of the CGFM

The Market is held on the second Saturday of each month from 8:30am – 12:30pm.

2. Coordination of the CGFM

The Central Geelong Farmers Market is a key activity of the Central Geelong Marketing Committee and is coordinated by Shelley McKiernan on behalf of Central Geelong Marketing.

3. Definition of an Eligible Stallholder

- All produce/products must be sold by the grower/producer, a family member or an employee. Buying wholesale and reselling is not permitted at the Central Geelong Farmers Market;
- Priority is given to local/regional stallholders, however where local/regional stallholders are not willing and/or able to participate in the Market, stallholders from outside of the region may be sought;
- Retailers may participate in the Market, however they may only sell those products/produce that they, a family member or an employee have grown/produced themselves that have a point of difference;
- Stallholders should be no less than 18 years of age.

4. Definition of Eligible Produce/Products

- Produce that is direct from the ground or source with little or no alteration, cooking or combining with other products;
- Produce that has been modified, baked, preserved, blended etc;
- Cottage Products (edible only). Cottage products that are gluten free or allergy sensitive are also encouraged;
- All produce/product must be grown/produced in Victoria. Product from outside Victoria is not permitted unless otherwise approved by the Market Coordinator;
- All produce/products must be of premium quality. Seconds are not permitted;
- Soaps, oils and other non-edible products are not permitted unless otherwise agreed by the Market Coordinator in accordance with VFMA guidelines. Exceptions may include fresh cut flowers, potted herbs, organic compost etc;
- Soft-drinks and the sale of other goods that directly compete with businesses in Central Geelong is not permitted unless otherwise agreed by the Market Coordinator.
- Following approval by the Central Geelong Marketing Committee in December 2009, three non-competing hot food stalls and one take-away coffee stall will be permitted. Non-competing stall means that the goods on offer are not directly in competition with the products on offer at Central Geelong businesses in the vicinity. The definition of non-competing is at the discretion of the market manager and all items for sale must have prior approval by market manager.

4.1 Diversity of Products

To maintain its position as a popular and exciting event in Central Geelong, the Central Geelong Farmers Market must provide its customers with a diverse range of products. Where Central Geelong Marketing and/or the Market Coordinator considers that there is an excess of stallholders offering products of a similar nature, action may be taken to correct the situation for the benefit of all stallholders and the Market. However when the Market reaches a sufficient size as determined by Central Geelong Marketing and the Market Co-Ordinator, additional stallholders in any category may attend the Market.

Like products will be capped by the Market Coordinator to enable adequate opportunity for all stallholders. As a guide, the following limits will apply to the produce/products available at each Market:

Type of Product/Produce	Maximum number of stalls at each Market
Meats, Sausages including organic products	2
Fresh Fruit and Vegetables (mixed variety)	3
Selected Fruits and Vegetables (ie. potatoes, tomatoes etc)	2
Preserved Fruit and Vegetables including chutneys, pickles, relish etc.	2
Jams & Conserves	2
Honey	2
Dairy Products	Cheese – 2 Milk - 2 Ice-cream – 2
Fresh cut flowers	2
Potted Plants	2
Compost/Manure	2
Olives/Olive Oil products	3
Fish & Seafood	3
Herbs & Spices/Pesto	2
Tea	2 (Locally grown or blended)
Coffee	2 (Locally blended)
Wine	3 (Local/regional)
Beer	2
Pasta	2
Bread	2
Cakes/Sweets/Biscuits	3
Eggs	2
Speciality Baked Goods	2
Nuts/Legumes	2
Confectionary	2
Livestock	Upon Application
Hot food (non competing)	3
Take away coffee/ tea	1

N.B - Other items not listed above will be considered on application by Central Geelong Marketing.

5. Stallholder Site Fees & Payment

- Confirmation must be made direct to the Market Coordinator no later than five (5) working days prior to each Market;
- Once confirmation has been received, an invoice will be issued;
- Sites not confirmed by the prescribed time will be re-allocated;
- Site fees will not be collected on the day of the Market, unless by prior arrangement with market coordinator;
- Payment may be made as directed on the invoice;
- Stallholders who make payments by mail (cheque or money order) are required to include their name, stall name and the date of the Market/Markets they will be attending along with their payment.

5.1 Site Fee Structure

Permanent Site (three (3) or more Markets): \$40 incl. GST per Market.

Casual Site: \$45.00 incl. GST per Market.

Vehicle Site: \$50.00 incl. GST per Market. N.B – These sites are limited.

Hot Food Site: An additional \$20.00 incl. GST per market on top of base site fee.

Take Away Coffee Site: A full site must be taken for the sale of take away coffee at the applicable casual or permanent site.

Permanent Vehicle Site (three (3) or more Markets): \$45.00 incl. GST per Market – These sites are limited.

Introductory Rate: \$35 incl. GST per Market. N.B – This introductory rate is only offered to each new stallholder once.

Winter Rate: 10% discount applies when a stallholder books for the months of June, July, & August consecutively.

- Fees may be shared between two stallholders who wish to share a site.
- Sites are not to be sub-let by stallholders.

Commercial Site: One site is available per market for the display and promotion of a commercial business. No retail sales are permitted. The fee for this site will be in accordance with the City of Greater Geelong Guidelines for commercial business promotions in Lt Malop St. This fee will be waived for Central Geelong business operators. Preference will be shown for Central Geelong business operators, however if no Central Geelong business operator is willing/ able to take this site, businesses from outside Central Geelong will be considered. All items to be distributed must have prior approval by market manager.

Stallholder site fees require payment of the Goods & Services Tax.

5.2 Refunds

Stallholders must accept that inclement weather is a risk at the Central Geelong Farmers Market and therefore no refunds or credits will be made as a result of such. Refunds will not be provided for non-attendance.

Fees will not be transferred from one month to another. However, Central Geelong Marketing may at its discretion, be at liberty to refund fees in exceptional circumstances as deemed by the Market Coordinator.

.6.0 Stallholder Set Up/Pack Up

Set Up: Stallholders may set up their stall between 6:30am – 8:15am on Market day. Stalls not set up and ready to trade by 8:15am may be refused entry to the Market.

Pack Up: Stallholders may pack up their site between 12:30pm – 2pm on Market day. Stallholders shall make all reasonable endeavours to vacate their site no later than 1 hour after the official closing time of the Market. Stallholders are not permitted to dismantle stalls or vacate the Market prior to 12:30pm.

6.1 Site Allocation

Stallholders shall not occupy a site or area in the Market unless the site or area has been allocated to them by the Market Coordinator or an authorised employee.

Preference will be given to permanent stallholders, however allocation of preferred sites cannot be guaranteed. Sites cannot be transferred between stallholders without prior approval from the Market Coordinator.

Any sites deemed vacant by the Market Coordinator on Market day will be reallocated. The Market is comprised of a finite number of sites. Once the Market is full, no further allocation of sites will be made. As a result, Stallholders who appear on Market days who have not confirmed their attendance five (5) working days prior to the Market may not secure a site.

6.2 Vehicle Access

- Vehicles are not permitted to enter or leave the Market area between 8:15am – 12:30pm unless authorised by the Market Coordinator;
- Only those stallholders who have been allocated a vehicle site will be entitled to have their vehicle on site during operating hours;
- Council makes no provision for the parking of stallholder vehicles;

- Under NO circumstances are stallholders permitted to drive a vehicle over the water fountain located at the Market site. If uncertain about the location of this fountain, Stallholders are encouraged to seek assistance from the Market Coordinator;
- Stallholders are reminded not to park where customers may wish to park.
- Road closure barriers are not to be moved in any circumstances, except by authorised personnel.

Stallholders are also reminded of the continuing need to exercise care when moving vehicles within the confines of the Market area. The speed limit is walking pace only and hazard lights must be on at all times. A number of businesses surround the Market site and are open for business before and after the Market. Stallholders are required to exercise additional care when manoeuvring vehicles near entrances to these businesses and in particular when reversing vehicles.

Stallholders also need to be aware of other stakeholders and members of the public using the area. Council's first priority is the safety of pedestrians within the Market site and care must be taken while driving in this area.

6.3 Equipment

Stallholders will be provided with a tablecloth and Market umbrella at each Market. Sandbags (to secure the Market umbrellas) will also be provided. Stallholders are to provide their own trestle table for use. Trestle tables must be in good working condition, stable and comply with the Farmers Market safety guidelines. In the interest of safety, the Market Coordinator reserves the right to refuse a trestle table if deemed unsafe or inappropriate. Card tables are not considered appropriate. Stallholders may pay an additional fee (\$10 per Market) to hire a trestle table. Orders for trestle tables must be confirmed five (5) working days prior to each Market. Stallholders are required to use the equipment provided. Alternative equipment must be approved by the Market Coordinator prior to use.

In the interest of public safety, particularly in windy conditions, the Market Coordinator reserves the right to direct stallholders to remove umbrellas or other equipment.

6.4 Power & Water Access

Site fees include access to power and water where applicable. Access to power and water is not provided to all stallholders, but can be arranged for those who require it on a 'first come, first serve' basis. Only limited access to power is supplied and as a general rule, only one power point will be provided unless otherwise agreed by the Market Coordinator.

Stallholders are responsible for providing their own power leads. All leads must be tested and tagged according to Australian safety regulations. At all times, Stallholders are required to run power leads overhead or securely fix leads to the ground to minimise trip hazards. This requirement will be regularly monitored by the Market Coordinator.

Monthly audits will be undertaken to ensure all power leads comply with Australian safety standards. Stallholders that do not comply with these regulations will not be permitted at the Market.

6. Cancellation of the Central Geelong Farmers Market

Should Central Geelong Marketing cease to conduct the Central Geelong Farmers Market, the Stallholder has no right to continue to use or occupy the Market site.

Central Geelong Marketing reserves the right to not conduct a Market on any day or days, or to close part of the Market for the purpose of carrying out repairs, alterations or renovations in the Market area or for other reasons as determined by Council.

Council, at its discretion, may amend or vary the terms and conditions of occupancy at any time. Stallholders will be advised of any amendments or variations in writing.

7.1 Inclement Weather

In very adverse weather conditions, the Market Coordinator may declare a 'wet Market'. Following this declaration, Stallholders may bring vehicles into the Market area prior to 12:30pm in order to pack up and vacate the Market.

This decision to close the Market early rests with the Market Manager and is not taken until conditions are very poor and unlikely to improve.

Stallholders must accept that inclement weather is a risk at the Central Geelong Farmers Market and therefore no refunds or credits will be made as a result of such. Refunds will not be provided for non-attendance.

7. Public & Product Liability Insurance

Stallholders shall, at all times during their occupation of a site at the Central Geelong Farmers Market, be the holder of a current Public & Product Liability Policy of Insurance in respect of the activities proposed and undertaken by the Stallholder at the site for the amount of \$10,000,000.

Before a Stallholder is entitled to operate at the Central Geelong Farmers Market, they will produce proof of such Public & Product Liability Insurance. In the case where a Stallholder cannot obtain their own Public & Product Liability Insurance Policy, the Market Coordinator will endeavour to extend their policy to cover the Stallholder at an additional fee of \$10 per Stallholder, per Market day.

The Market Coordinator reserves the right to preclude a Stallholder from operating at the Central Geelong Farmers Market without proof of the requisite insurances.

Stallholders who require Public & Product Liability Insurance are required to complete a Public & Product Liability Insurance Application Form as provided by the Market Coordinator. Completed application forms are to be returned to the Market Coordinator five (5) working days prior to the Market. Stallholders who do not adhere to this requirement will not be permitted to participate.

Equipment/materials purchased or supplied by the stallholder are not insured by the Market Coordinator, Central Geelong Marketing, City of Greater Geelong or the Farmers Market Public & Product Liability Insurance Policy.

Personal belongings, money and private property brought into the Market area by stallholders are not insured by Central Geelong Marketing or City of Greater Geelong.

If an incident or accident occurs at the Market, Stallholders are required to notify the Market Coordinator immediately.

8.1 Certificate of Currency

Stallholders who have their own Public & Product Liability Insurance are required to provide a Certificate of Currency confirming that a policy to a minimum of \$10,000,000 is held. Stallholders who do not provide a copy of their Certificate of Currency five (5) working days prior to the Market will not be permitted to participate.

8. Temporary Food Registration

All stallholders who wish to sell edible products at the Market are required to obtain a Temporary Food Registration from the City of Greater Geelong's Environmental Health Department (phone 03 5272 5272).

Stallholders are required to comply with City of Greater Geelong with regards to food safety regulations and must pay the appropriate fee to obtain a Temporary Food Registration.

Stallholders are required to provide a copy of their current Temporary Food Registration to the Market Manager five (5) working days prior to the Market. Stallholders who do not adhere to this requirement will not be permitted to participate.

The Central Geelong Farmers Market will be regularly audited by the City of Greater Geelong Environmental Health Unit to ensure Stallholders comply.

9. Liquor Licensing

All Stallholders who wish to offer wine tasting at the Market are also required to obtain a Limited Liquor License from Victorian Liquor Licensing (phone 9655 3366).

Stallholders are required to provide a copy of their current Limited Liquor License to the Market Coordinator five (5) working days prior to participating in the Market. Stallholders who do not adhere to this requirement will not be permitted to participate.

The Central Geelong Farmers Market will be regularly audited by the City of Greater Geelong Environmental Health Unit to ensure Stallholders comply.

10. Risk Management & Safety

- Cigarettes are not to be consumed by Stallholders at their site. Stallholders are required to move away from the Market site to smoke;
- Alcohol must not be consumed by Stallholders at the Market;
- Stallholders are not permitted to keep pets/animals on site during the Market.
- Stallholders are encouraged to wear sun protective hats that shade the face, neck and ears and to drink plenty of water particularly during the warmer months to avoid sunburn and dehydration;
- Stallholders are encouraged to use a hand trolley to transport stock on site to avoid manual handling issues. Assistance may also be provided by Market staff/fellow stallholders to lift heavy items.

11.1 Use of Cooking Equipment & Provision of Samples

Stallholders are encouraged to provide Market shoppers with a sample of their product, however samples must be of an appropriate size (ie. must not compete with those products sold by surrounding food outlets such as cafes, take away food stores, restaurants etc). For example, sausages in bread are not permitted.

All cooking appliances and equipment used by stallholders to prepare samples i.e. BBQ's, boiling water etc must be kept behind the trestle table provided and out of public reach. It is the responsibility of the Stallholder to supervise cooking appliances and equipment at all times.

11.2 Storage of Stock

Stallholders are required to store all loose stock underneath the trestle table provided to minimise trip hazards.

11.3 Rubbish Collection

All rubbish is to be placed in the bins provided on site and Stallholders are required to leave their site and the immediate area clean following each Market.

Under NO circumstances is any solid or liquid waste to be deposited or caused to be deposited on the ground or in any drains, fountains or other public land/space.

11. Communication

Stallholders will receive a monthly newsletter to advise them of upcoming opportunities and Market themes.

Stallholders are required to notify the Market Coordinator of any change of address or other details as soon as possible.

12. Enquiries/Complaints

Any enquiry and/or complaint should be directed in the first instance to the Market Coordinator on Market day or by contacting the Coordinator on 5272 4938 or 0419 553 168 during normal business hours.

Any issues that cannot be satisfactorily resolved by the Market Coordinator may be referred to the Executive Officer, Central Geelong Marketing on 03 5272 4841.

13. Promotion and Marketing

Central Geelong Marketing has a general promotional strategy for the Central Geelong Farmers Market comprising:

- Promotional Flier (distributed via the Visitor Information Centre network)
- Monthly radio and print advertising via local media
- Monthly distribution of press releases to media
- Permanent signage in Market Square Shopping Centre
- Signage at the Market
- Ongoing advertising on the www.centralgeelong.com.au website
- Special Market opportunities such as Food & Wine festivals, one off publications etc.

14. Authority of the Market Coordinator

Stallholders are required to obey the lawful directions of the Market Coordinator.

Central Geelong Marketing authorises the Market Coordinator to refuse stallholder participation in the Market based on the above terms and conditions. All final decisions are at the discretion of the Market Coordinator in conjunction with Central Geelong Marketing.