

**FARMERS
& CRAFT
MARKET**

MARKET
CENTRAL

**EVERY
SUNDAY
9-1PM**

Stallholder Information

**WELCOME and thanks for choosing to apply for
Market Central SUMMER 2020/21 Season**

**By applying to join our market, you agree to be bound by the
Terms and Conditions outlined in this document.**

To Book

To apply to join us at Market Central, please read the stallholder info here first, then fill in our 'Stallholder application' form which you can find under the 'Sell with us' tab, on our website. www.marketcentraltaupo.co.nz/sellwithus

Every stallholder must have completed and returned the application form. You will receive confirmation of either being accepted or declined, via email.

Please note: Market Central does not accept retailing/on-selling or the sale of imported goods, unless it fits in with our vision of a sustainable and waste-free market. ie; preloved clothing/vintage & collectibles/selling vegetables straight from the grower that would otherwise go to waste.

Days of Operation

Sundays 9-1 pm (set-up from 7 am, pack-down from 1 pm)

Summer 2020/21

October 25th 2020 to April 25th 2021

Market Dates for Summer 2020/21

Events

Sunday:

25th Oct

Labour Weekend

1st Nov

8th Nov

15th Nov

(Lake Taupo Cycle Challenge - the day before)

22nd Nov

29 Nov

6th Dec

13th Dec

Christmas Market

20th Dec

27th Dec

3rd Jan

Happy New Year!!

10th Jan

17th Jan

24th Jan

31st Jan

Alk Anniversary Wkend & Summer Concert (the day before)

7th Feb

Waitangi Weekend

14th Feb

21st Feb

28th Feb

7th Mar

14th Mar

21st Mar

28th Mar

4th Apr

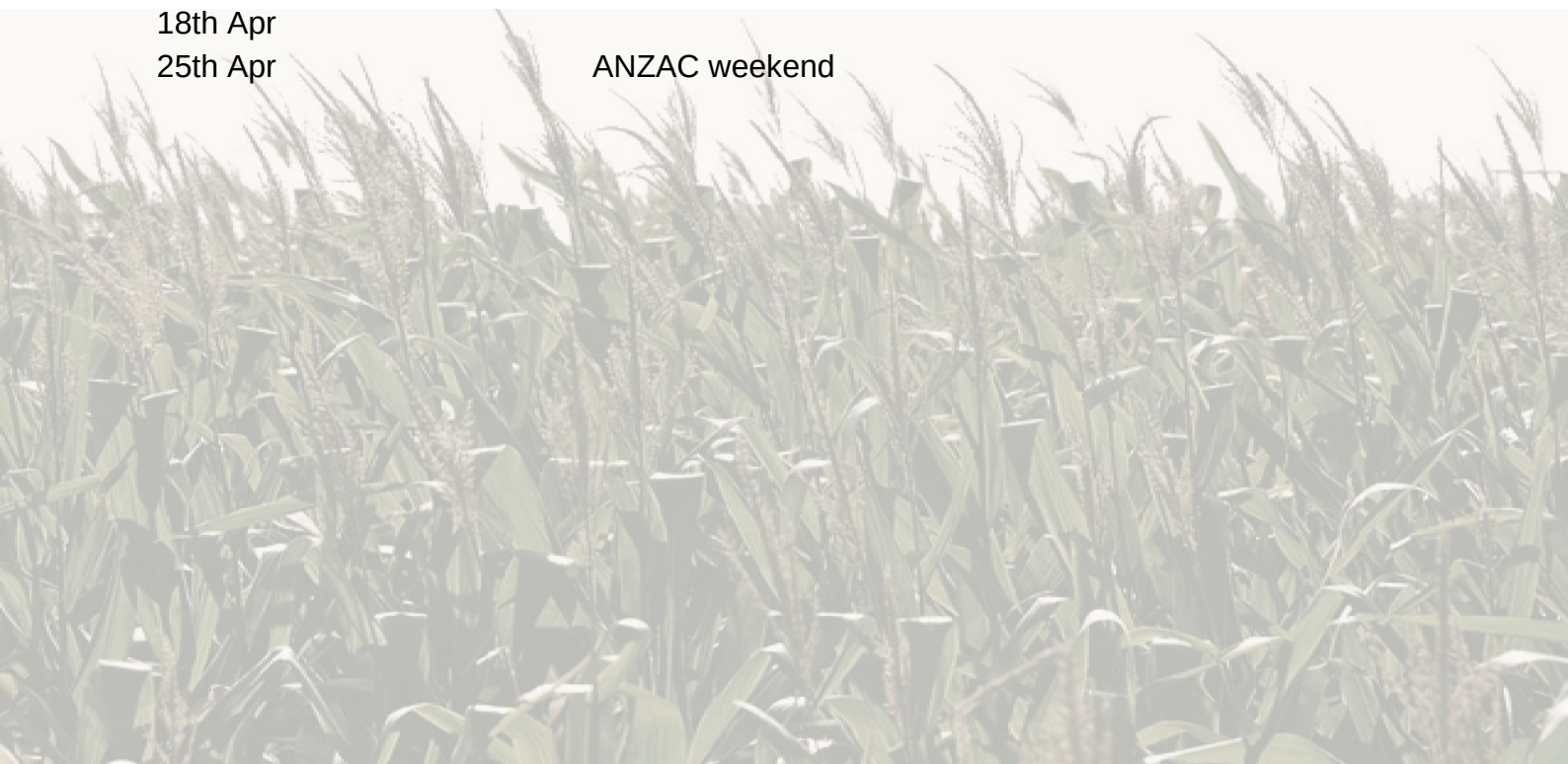
Easter Weekend

11th Apr

18th Apr

25th Apr

ANZAC weekend



Cost (per market including GST):

Casual rate will be applied for stallholders coming two times or less per month.

\$30 for 3x3m Gazebo space

Casual rate: \$35

\$45 for 3x4.5m Gazebo space

Casual rate: \$50

\$45 for Food trucks

Casual rate: \$50

\$5 for Power supply

\$15 for Table site

Casual rate \$20

\$20 GREEN FLEA

*Please note all Gazebo spaces must have their own gazebo/tables. All table sites must have their own table.

MARKET CENTRAL PRESENTS

GREEN FLEA carboot sale

The Green Flea promotes the selling of any quality reused, repurposed or recycled items; including furniture, clothing, vintage & collectibles, CD's/DVD's, books & working electrical items.

Date: First Sunday of every month

Cost: \$20 per vehicle (please have the correct money upon entry)

Where: Northcroft Reserve (entry will be marked on Northcroft Street)

Time: Set up between 8-8.30am. Cars cannot be moved again until 1pm.

Please email kaz@marketcentral.co.nz for more info.

We are looking for:

Fresh, seasonal, and organic produce

Fruit & Vegetables, free-range eggs, flowers, plants, honey, nuts, herbs, micro-greens.

- Produce grown by the producer/grower will take priority.

Food products

Preserves, conserves, baking, confectionery, bread, cheese, smoked meats, and fish.

- Products that have been made by the stallholder in a certified kitchen.

Art & Craft

The stallholders work can encompass all mediums including felting, embroidery, bone and wood carving, flax work, feather work, jewellery, painting, photography, sculpture, illustration, sewing, glass, stone.

General Interest

Second-hand books, curios, collectibles, toys, garden art, home decorating, beauty products, vintage clothing, hats, and accessories.

Gourmet Food stalls and Food trucks

Musicians, entertainers, and performers

Charities, non-profits, and fundraisers - we give away a free space for not-for-profits each week

Pease contact: kaz@marketcentral.co.nz to book.

Payment

If your application is successful you will receive a booking confirmation and an invoice will follow with payment details. We would like you to book and pay for your day/s in advance so that the market can run efficiently. Please ensure that you reference your invoice number when making payment to avoid any issues. You are also welcome to pay cash on the day but direct debit is the preferred method.

As an incentive this summer season, you will receive a 10% discount for booking and paying for all of your dates at the beginning of the season.

Casual Bookings

If you prebook and commit to your dates, it will be hugely appreciated and will help with the organisation and running of the markets. You are still welcome to pay on a weekly basis, we just need you to book your dates in advance. If you do book and pay for the entire season, a 10% discount will be applied.

If you choose not to prebook or you book in two times or less a month, you will be placed on the casual rate, which is \$5 on top of the normal fee.

Cancellation / Refund Policy

We are an all-weather market, rain or shine. We will do our best to ensure the market can go ahead on the dates we advertise. Only if we believe the situation to be a risk to our stallholders & the community then we will cancel. The cancellation will be advertised on our facebook page and also via email. We will aim to give 24hrs notice if possible.

If Market Central makes the call to cancel a market day then all Stallholders, who have prepaid, will get a choice of receiving a full refund into their bank account or a credit to be used on another market date.

Stallholder cancellations

If stallholders cancel **less than two days** before the market, you will be required to paid in full. Please let us know by Friday morning at the latest. Please note that if you cancel often at short notice, the casual rate may be applied or you may lose a space with us.

Stallholder cancellations **more than two days** before the market day will have the choice of moving their paid-for site to an alternative market day. An admin fee of \$10 will be applied.

Set up/ Pack down Logistics

Set up from 7 am, pack down from 1 pm. It is the responsibility of the stallholder to make sure their gazebo is up in time for the market opening to the public at 9 am. A market map with map key will be emailed to you the Friday before each Market. Please open the map to locate your position on the map. If you are having trouble locating your space on market days, please look for one of the market managers (we will be in high-vis). Please do not pack down your stall until the end of the market day at 1 pm. Even if you have sold out of your product, please put up a 'sold out' sign and enjoy the rest of the market day.

Parking

We **do not** offer parking on Northcroft Reserve. There is plenty of parking on the berms surrounding Northcroft and Kaimanawa Streets. You can, however, drive on to unload your vehicle then park on the nearby berms. Unless you are a food truck or your vehicle is part of your stall or you need your vehicle to keep perishables fresh you are not permitted to park on Northcroft Reserve.

No vehicles are to be moved on or off the market site during market operating hours 9 am-1 pm.

Market Central operations

- Market Central operation period begins at 09.00 am and closes at 1.00 pm
- Stallholders will have access to their site to begin setup from 07.00 am
- The market manager is the only one responsible for space allocation
- Market Central will allocate sites and provide stallholders with a map indicating their general area and time allocated to set up before the market day, via email
- Stall/site layout will be decided by Market Central Management and can be changed at any time
- Access to the reserve will be closed at 08.45 am in the interest of public safety.
- If you sell out of your product, we still need you to stay at the market until closing. Please do not pack up but instead put up a sign saying you are 'sold out.'
- Market Central provides stallholders with their space only (as well as power if booked and paid for). Stallholders must, therefore, bring everything they need for their stall with them, including gazebos, tables, tablecloths, stall signage etc

Merchandising Tips for new stallholders

Customers need to know who you are, make sure your stall name is visible. Bring cards and flyers that give customers more information and be creative with your displays - an eye-catching stall attracts customers.

Always step outside your stall to see how your stall and display look from the customer's perspective. Your stall may look great from the top, but from a distance, the view under a table could be messy. Floor-length tablecloths can hide the 'workings' of your stall.

Your customers will judge you on all aspects of your stall, not just the presentation but how easy it is to make transactions. Ensure that you have a good float and cash flow system (this may mean providing an EFTPOS facility)

Health & Safety

- Stallholders must keep all displays and signs inside the stall site and keep pathways clear for the community
- All stalls must be set up and ready to go at least 15 minutes before the opening of the market
- All vehicles not necessary for the display or sale of food must be moved off-site
- Stallholders must not dismantle their stalls or begin packing up until the close of the market
- No vehicles can be moved on or off the market site until after the market closes at 1pm



Smoke-free/low-waste market

- Animals will not be allowed at Food and Produce stalls due to Health & Safety regulations
- Please note that we are a smoke-free market
- It is our mission to work towards being a zero-waste market. We have Para Kore coming onboard again this summer to help us work towards this goal.
- As per The Waste Minimisation (Plastic Shopping Bags) Regulations 2018 which took effect 1 July 2019. From this date retailers can no longer sell or distribute single-use plastic shopping bags to customers for the purpose of carrying or distributing their sold goods.

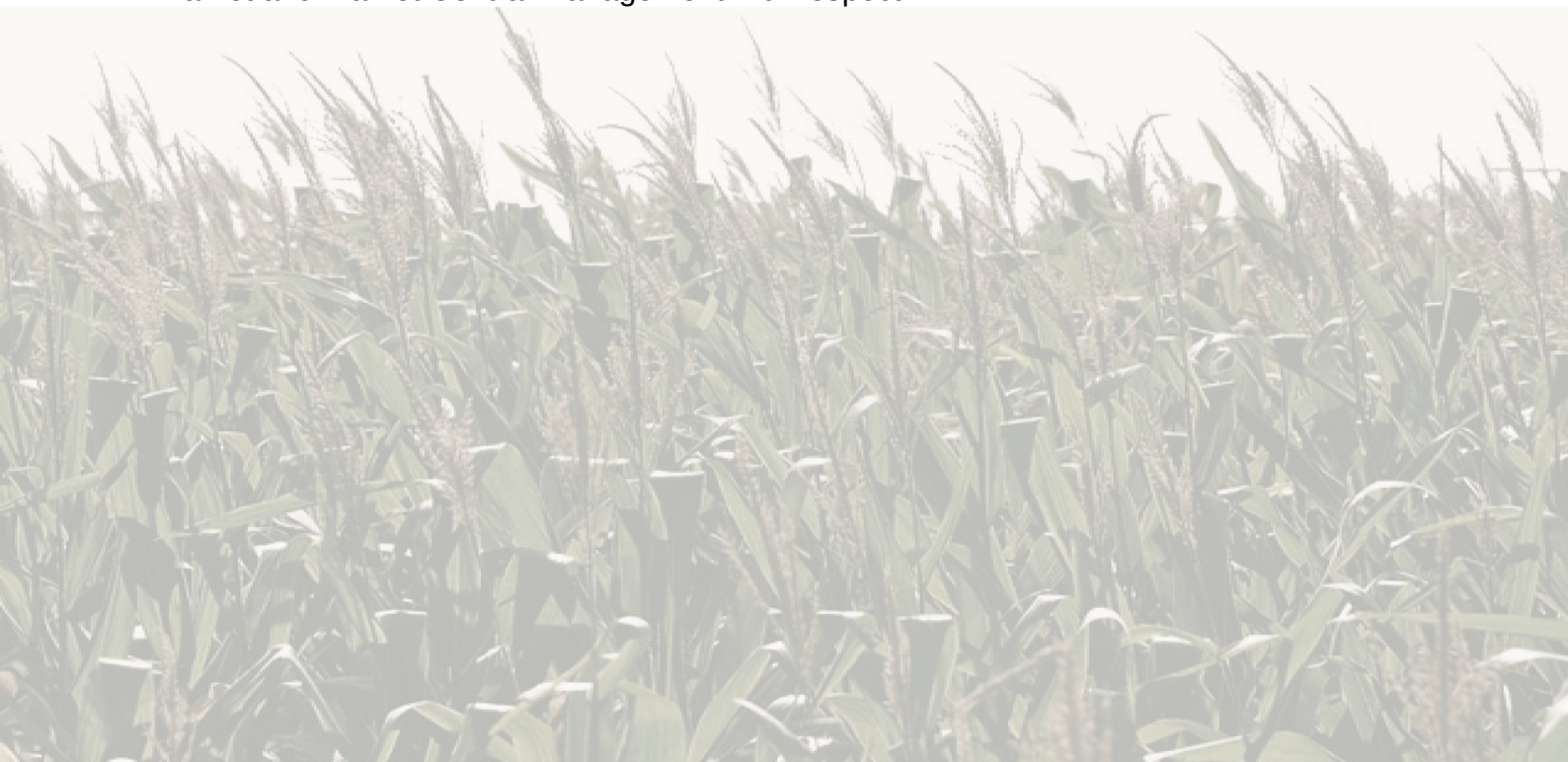
Power

Power is only supplied for food vendors unless arrangements have been made prior with the market management. Please let us know your requirements in the application form. All power cords must have a valid test & tag sticker by a certified technician, and all appliances will need to be certified by a recognised certification regime.

Market Central Team

If sometimes operational decisions have been made that you do not agree with, know that we are only trying to do our best for the market. We are open to discussion if there are any issues that you would like to resolve positively and constructively. We do ask however, that you make an appointment after market hours if there is anything you would like to discuss - i.e. during the week - so as not to disrupt the market day.

Market Central management will not be answerable to any stallholder for any act or default or neglect by any other stallholder. All stallholders must treat other stallholders, visitors to the market and Market Central management with respect.



Marketing

We have an advertising schedule instore for the market, which includes; event listings, flyers, signage, social media, regular newsletters to our database and our website. We encourage all stallholders to advertise their own business involvement with Market Central on their own social media pages and to tag Market Central Taupo in their posts. Please left any advertising on public forums up to us as we don't want to saturate these platforms.

By applying to join Market Central the Stallholder gives permission to Market Central for the right to use any imagery or blurbs from the stallholders business website and/or social media pages to use for advertising purposes.

Social Media

We encourage any use of social media to draw attention to your stall/business and attract new visitors to the markets. So, here are a few tips:

- Let your customers know where you are going to be during Market Central, by tagging us in your posts #marketcentraltapo @marketcentraltapo
- Create interesting posts to promote your wares on Facebook and Instagram
- Please send us your business social media links. We would love to follow you and share your quality posts on Market Central's social pages

Products

Market Central prides itself on having a creative choice of stalls and food operators. From time to time, we may not be able to accommodate a new stallholder who sells produce/products similar to an existing stallholder. Most products are acceptable at Market Central, although there are some exceptions.

Products not to be sold include:

- Live birds or animals
- Fake or copies of designer brand named goods
- Weapons
- Items associated with the illegal use of drugs
- Offensive, counterfeit or unauthorised products
- Imported goods
- Items that the market management may consider unsuitable for the market

Right of refusal

If Market Central management feel that the stall or stallholder is no longer suitable for the market, or their display/stall is deemed by Market Central to be unfit for, or cause detriment to the market appearance as a whole, then that stallholder will be issued a notification from Market Central management advising that they will not be offered a stall position in the future. The decision to issue such information is at Market Central management discretion.

Product Quality

Ensure that the products you sell are of the highest quality - take only your best to the market. If you feel confident and proud of the quality of what you are selling it will naturally result in more sales.

Product Changes

Management will need to keep an eye on product mix, and you will need their permission before you add any previously unplanned goods to your stall. We choose not to have too many stalls for one product, so we need to know what you are planning to sell in advance, so we do not undermine other stallholders. Food vendors need to specify every product they intend to sell; this includes drinks.

Food Safety and Hygiene Standards

- All stallholders must trade following the Food Hygiene Regulations
- Safe practices in food handling, cooking and storage are essential to prevent foodborne illness All stalls must have adequate means of cleaning hands - either with anti-bacterial sanitising gel or wipes. Always clean hands before and after handling food
- All readily perishable food should be stored at a temperature that will protect it against deterioration and spoilage and in accordance with each stallholders Individual food licence
- Baked goods must be covered with a 'sneeze guard'
- All food must be individually packaged or covered to protect from cross-contamination
- Care must be taken to protect food from cross-contamination when transported to and
- from Market Central
- Tongs must be used to handle food - not hands. Gloves should be avoided if also handling money
- If food is cooked at the market, care must be taken to ensure that food is cooked through and served promptly to maintain the temperature
- A copy of the current registration certificate for the premises where the food is prepared must be emailed to kaz@marketcentral.co.nz

Presentation

Stallholders will be expected to be neat, suitably dressed and deal with the public in a courteous manner. Products should be displayed attractively, with due regard to consumers and other stallholders. Stallholders are responsible for maintaining their space in a clean and tidy condition at all times and are encouraged to present an attractive site in keeping with the theme of Market Central.

Licence of Area Only

- The use of the Market Central area by the stallholder will relate to their provided area only. Market Central shall always be entitled to use, occupy, and deal with the remainder of the property without reference to the stallholder
- The stallholder shall have no rights concerning it, other than the rights of use provided by Market Central

Market Requirements

The stallholder shall comply with the provisions of all statutes, ordinances, regulations and bylaws relating to the use of the area by Market Central or other occupants and will also abide by the rules of all licences, requisitions and notices issued by any competent authority in respect of the area or their use by the stallholder.

Stallholder Obligations

The stallholder will be responsible for:

- Maintaining their area in a proper manner and to the reasonable requirements of Market Central management and maintain the area in a clean and tidy order and the same condition it was in at the commencement of this agreement
- Stallholders must take all their stall waste with them and leave their stall site free of rubbish, pay for any repair of any breakages or damage to hired equipment supplied by Market Central or any equipment belonging to other stallholders including any goods
- As per The Waste Minimisation (Plastic Shopping Bags) Regulations 2018 which took effect 1 July 2019. From this date retailers can no longer sell or distribute single-use plastic shopping bags to customers for the purpose of carrying or distributing their sold goods. We would like to minimize the use of single use plastic. Where possible please use recyclable, biodegradable and environmentally friendly products and packaging
- Feel free to have information available about the product(s) you sell, how it is made or grown

Insurance

The stallholder shall not under the control of Market Central do anything in the area or the property whereby any insurance effected by Market Central or by the stallholder be rendered void or voidable or whereby the premium payable shall be liable to increase. The stallholder shall pay upon demand all extra premiums payable as a result of any breach of this clause.

The stallholder agrees to occupy and use the area at the stallholders risk and releases to the full extent permitted by law Market Central and any employees from all claims and demands of any kind and from all liability which may arise in respect of any accident, damage or injury occurring to any person or property in or about the area or the property.

All vendors are recommended to consider public liability insurance, but this is not compulsory for involvement with Market Central.

Indemnity by The Stallholder

The stallholder shall keep Market Central indemnified against all claims, actions, losses, and expenses of any nature, which Market Central may suffer or incur or for which Market Central may become liable in respect of or arising out of; 1. The neglect or careless use or misuse by the stallholder and persons under the control of the stallholder of the area or the property or other services to the area or the property 2. Any accident or damage to property or any person arising from any occurrence in or near the area wholly or in part because of any act or omission by the stallholder and persons under the control of the stall

