

FARMERS
& CRAFT
MARKET

MARKET
CENTRAL

EVERY
SUNDAY
9-1PM

Stallholder Information

WELCOME and thank you for choosing to apply for
Market Central's
WINTER Season 2025

By applying to join Market Central, you agree to be bound by the Terms and Conditions outlined in this document.

We are celebrating Market Central's Fifth Winter Season! Over the years, we've welcomed so many talented creators, makers, growers, and entertainers. Our market has become a beloved spot where the community and visitors come together to enjoy a fantastic variety of craft and produce stalls, delicious food, and great entertainment. It's also a perfect place for weekly catch-ups with family and friends.

We're proud to support stallholders who create and sell their own high-quality, handcrafted products. To ensure this, each stallholder must contribute at least 80% to the design and production of their goods. Market Central does not accept stallholders who retail or resell imported goods, unless they align with our vision of sustainability and waste reduction, such as preloved clothing, vintage collectibles, or vegetables directly from growers that would otherwise go to waste.

If you share our vision, we'd love to hear from you!

To Book

To apply to join us at Market Central, please read this stallholder info first, then fill in our 'Stallholder application form which you can find under the 'Become a Stallholder' tab, on our website. www.marketcentraltaupo.co.nz/sell-with-us/ Casual stallholder bookings close on Wednesday each week.

Every stallholder must have completed and returned the application form. You will receive confirmation of either being accepted or declined, via email. Once accepted you are welcome to book directly via email kaz@marketcentral.co.nz for future dates.

Days of Operation

EVERY Sunday, 9 am - 1 pm (set-up from 7 am, pack-down from 1 pm. Your exact time will be emailed to you before your market day). On Labour Weekend we operate on a Saturday.

WINTER 2025 runs from:

Sunday 4th May through to the end of October.

Market Dates for Winter 2025

The Greenflea Carboot sale operates on the first Sunday of every month right next to our market. (Details on the homepage of our website)

Date:

Holidays/Events in Taupo

Sunday:



May 4th	Greenflea carboot running beside our main market
May 11th	
May 18th	
May 25th	
June 1st	Greenflea carboot/ King's Birthday Weekend
June 8th	
June 15th	
June 22nd	Matariki weekend
June 29th	School Holidays start (2weeks)
July 6th	Greenflea carboot
July 13th	
July 20th	
July 27th	
Aug 3rd	Greenflea carboot
Aug 10th	
Aug 17th	
Aug 24th	
Aug 31st	Greenflea carboot
Sept 7th	
Sept 14th	
Sept 21st	School Holidays start (2weeks) Treats of Taupo Festival starts
Sept 28th	
Oct 5th	Greenflea carboot
Oct 12th	
Oct 19th	
Oct 25th	Labour Weekend special market on SATURDAY 25th Oct. NO Sunday market this weekend!

Cost (per market including GST):

*** Please note: All vendors must provide their own equipment ie; gazebo/table/signage ***

Casual Vendors = booked in less than three times per month

Please note: *Long Weekend markets & special events will incur an additional \$10 fee*

- **3x3m Gazebo space \$44 / Casual vendors \$49**
- **3x6m Gazebo space \$74 / Casual vendors \$79**
- ***Shared Gazebo space \$25 extra (by request only)***
- **Food trucks/caravans \$79 (inc. power)**
- **Food Stalls 3x3m (with power) \$59**
- **Food Stalls 3x3m (without power) \$54**
- ***Table site \$24 Casual vendors \$29 (this is one table or rack approx. 1.6m with your product on it)***
- **\$20 GREEN FLEA (No need to book, set up at 8.15am)**

MARKET CENTRAL GREEN FLEA carboot sale

The Green Flea operates on the first Sunday of every month right next to our weekly market. It promotes the selling of any quality reused, repurposed or recycled items; including furniture, clothing, vintage & collectibles, CD's/DVD's, books & working electrical items. You will have a 2x2m space behind your car to present your wares.

Please note: We do not take bookings. There is limited space, especially during summer. The main market operates beside the carboot sale. No gazebos are allowed but you are welcome to bring a shade umbrella. Staff in High-Vis will be there to direct you.

Date: First Sunday of every month

Cost: \$25 per vehicle (please have the correct money with you)

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

Time: Set up between 7-8 am. Cars cannot be moved between 9-1pm.

Space: Strictly 2x2m behind your vehicle

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

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, knitting, 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. We love to support our many talented artists and pay for the vibes you bring. Please contact kaz@marketcentral.co.nz to book in

Charities, not-for-profits, and fundraisers - we provide a free space each week. Feel free to join us and spread the word about your organisation

Kids come for free! Book in your young entrepreneur today.

Please 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 weekly for your market 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. Internet transfer or Stripe is the preferred method but we do accept cash on the day as well.

Bookings

Please pre-book and commit to your dates - it is hugely appreciated and helps 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 choose to book in for every date and pay for the entire season, a 10% discount will be applied.

Cancellation / Refund Policy

We will always 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 will we cancel. The cancellation will be advertised on our Facebook page and also via email to all stallholders. We will aim to give 48hrs notice where possible as we are aware that food vendors start their prep then.

If Market Central makes the call to cancel a market day then all Stallholders, who have prepaid will receive a credit to be used on another market date.

Stallholder cancellations

If stallholders cancel **less than 48hrs** before the market (cutoff Friday at 9 am), they will be required to pay the full fee. An extra \$5 will be charged if the cancellation is on the morning of the market day. If Stallholders cancel often at short notice they may lose their space at Market Central.

Set up/ Pack down Logistics

Set up from 6.30 am, pack down from 1 pm. It is the responsibility of the stallholder to make sure their gazebo is set up in time for the market opening at 9 am. A market map with the key will be emailed to you on the Friday before each Market day. Please open the map to locate your position within the market. 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 have a wander around the market. Do not drive onto the reserve while market visitors are still wandering or before 1.15 pm

Parking

We offer stallholder parking on the berms surrounding Northcroft and Kaimanawa Streets.. You can, however, drive onto the reserve to unload your vehicle and 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 between 8.45 am - 1.15 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 06.30 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 space and time allocated to set up before the market day, via email
- The stall/site layout will be decided by Market Central Management and can be changed at any time. No space is permanent.
- 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, please 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)

Market Central provides a Cash-out service for market visitors but we encourage stallholders with big-ticket items to provide their own EFTPOS facility.

Health & Safety

- Please ensure your gazebo is secured with long thick pegs at all times as well as weights and strops on windy days
- 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 1:15pm

Smoke-free/low-waste market

- Animals will not be allowed at Food 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.
- 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 more than 1 year old 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 marketplace. 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 in place 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.

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 the 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
- 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 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

Please 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 the 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 stallholder's 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 your current food registration certificate for the premises where the food is prepared must be attached to your application or 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. 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