



1st Saturday of the month, Rain or Shine, 9am-3pm  
[www.valleylanewaymarkets.com](http://www.valleylanewaymarkets.com)

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## TRADING GUIDELINES FOR RETAILERS

### OUR MANIFESTO

The Valley Laneway Markets provide a unique central location for market retailers to do business - in a unique urban atmosphere, with emphasis on local design and produce that's a cut above.

We are committed to:

- Supporting and encouraging our market traders
- Creating a diverse, integrated and inspirational business community and environment
- Marketing, promoting and publicising The Valley Laneway Markets to both locals and visitors as the first choice destination for regular and casual market-goers, in addition to acquiring a new following of customers who currently do not attend markets.
- Supporting existing retailers in the Valley Heart.

### ABOUT THE VALLEY LANEWAY MARKETS

Returning in March 2011, The Valley Laneway Markets operate the 1st Saturday of each month, whatever the weather. When there are exceptions – for example, if Christmas Day falls on a Saturday – these will be effectively communicated in timely fashion.

- Trading Hours are from 9am till 3pm.
- Traders are allowed to bump-in from 8:30am and will be required to bump-out by 3:30pm

The market is aimed specifically at traders who locally design and produce their good and services, with exceptions made on a discretionary basis. The emphasis is on quality and innovation, with particular focus on fresh design, produce and pre loved clothing that is relevant to our urban community.

### OUR WORKING ENVIRONMENT

The Valley Laneway Markets operate in an exciting new location that has previously not been accessible to the general public.

These are the back-streets and laneways of Fortitude Valley, full of urban character and very central to the Valley heart.

Initially the markets will take place in Little Winn Lane and as they grow will expand to other laneways.

For market-goers this exciting new location means they can access all the existing facilities and retail shops of the Valley (eg, ATMs, Parking and Public Transport). For market-stall holders this means there is an existing and established supply of passing trade and visitors who will be curious to check out the newly accessible streets.

## OUR TRADER SELECTION CRITERIA

We are open-minded about selecting retailers; our principles are:

- To bring together a balance of positive, like-minded traders who provide variety, uniqueness and quality.
- To operate in an atmosphere of mutual respect between traders themselves, between traders and the market operators, and between traders and existing retailers.
- To promote locally designed/produced goods/services that have relevance to our local urban customer base and reflect our urban operating environment.
- To provide diversity to customers and not an over-concentration on particular products/services.
- To ensure stall-holders present and maintain their business in a professional and exciting way.
- To create a reputation as a market that guarantees confidence and a destination experience to existing and potential visitors.
- To attract retailers on a permanent basis but also allow space to encourage seasonal and experimental traders.
- To ensure the market does not represent franchise businesses, provide a dumping ground for mass-produced/sale/old stock or promote external business interests. Excluding current retailers in the Valley Heart.
- To complement and expand existing business interest in the area.
- To make the safety of everyone working and visiting the market our number one priority.

This criteria is not comprehensive and other discretionary factors may play a part in the selection of traders.

Failure to adhere to our guiding principles may jeopardize your application and will also be enforced on market days.

The Valley Laneway Market's Management reserves all rights as to who operates at the market and what they sell and promises to exercise all actions with due diligence and respect. Our Philosophy is to support the community through the arts and culture – providing a unique creative environment.

## TERMS OF TRADE

- Permanent traders will be considered.
- The VLM will review these monthly.
- Permanent spaces will not be issued – this is so that we can continue to move the stalls around – making each market interesting. Permanent traders will be moved around once every month.
- If there is a dispute with a trader – the VLM management will take action immediately and the Trader will be asked to permanently leave the VLM. This is at the discretion of the VLM management.

## FEE STRUCTURES

- 2x2m site size with own table, umbrella supplied. \$15.00.

Spaces available either Saturday or Sunday. Final payment must be received by Wednesday prior to weekend trade for you to be accepted.

## PUBLIC LIABILITY AND INSURANCE

- The VLM has a Second Hand Dealers License.
- Stallholders must have public liability insurance to be accepted.

Market insurance can be found here: <http://www.aami.com.au/business-insurance/market-stall-and-exhibitor-insurance>

- If you have your own Public Liability and Second Hand Dealers license – then a copy of this must be provided prior to trading.

## HOUSEKEEPING

You are responsible for:

- Supply all tables, racks and merchandising tools to sufficiently display and uphold VLM standards.
- It is your responsibility for insurance that your tables, racks and all merchandising tools are secure and in good working order.
- Supply your own sandbags or equivalent weights to 10kg capacity (minimum 2, recommended 4) It is your responsibility for insurance that your marquee is secure.
- All tables within your space to have floor length table cloths to conceal any boxes/packaging required for your stall setup.
- Product and display items are to be carried/trolleyed in and out of the venue.
- Due to parking and loading constraints. Parking will be available in a nearby carpark and maps and vehicle procedures will be provided prior to trade.
- Absolutely no consumption of alcohol during trading hours
- Clean own space. Leave your space as it was found please, i.e. clean, marquee disassemble and standing in retail space.
- A cleaning fee will be charged if the site is left with rubbish.
- Any merchandising that you wish to hang from the marquee's, including signage, racks, banners or product etc. must be

approved by market organisers

- prior to it's inclusion in your retail space. Lightweight signage, banners, bunting etc. will be allowed providing they meet our merchandising standards.
- All merchandising equipment, including racks, tables, signage, floor coverings etc. must be located within retail space boundaries as outlined by your marquee.
- All walkways and thoroughfares must be kept clear at all times and retailers must cooperate with the organisers in ensuring this is maintained.

### **Withdrawal/Cancellation Policy**

- If you are unable to attend any given market or if you wish to permanently withdraw from trade, written notification to the VLM Manager is required the week prior to trade.
- Casual stall holders are required to give a minimum of 48 hours notice if they cannot attend the market.
- If you are unable to attend any paid week, and we are able to fill your space, your fee will automatically be transferred to the following week. This notification is required to ensure we can fill the market place and give our casual retailers ample notice to provide their customers with the best selection of product. If however we are unable to fill your space, you will forfeit this payment.
- This policy is required as we do not want gaps in our marketplace and our regular retailers deserve respect and continuity of retail partners.

### **Other Information**

- Retailers must sell only the range/product that has been detailed and approved in their application form, any changes to this must be made in writing and will be subject to approval.
- Retailers must not include a new, present or past retailer's product without prior consent from the organisers.
- Retailers must not approach past or present retailers to stock their product within their retail space for a 6 month period after that retailer has left the marketplace.
- Owner(s) of the business must be at the VLM for the vast majority of trading hours.
- Retailers are responsible for the security of their own merchandise • Retail fees will not be refunded in the event of unfavorable weather conditions.

### **Market Agreement**

On completion of your application to trade being filled in and your acceptance into our marketplace, our market agreement will be sent to you to sign. Please return the original to us prior to trading.

### **Retailer Review**

VLM commits to a formal review with each retailer on a weekly basis at the discretion of the VLM management team. The VLM reserves the right to terminate any agreement.

### **What Now?**

If you are interested in trading please complete the online Retailer Application form. It is essential for the selection process to include as many images as possible including photos of branding, product lines and any other relevant images. While every effort is made to include your stall in our next market, your application will be reviewed on individual merit and we will notify you with an Offer of Trade via email.

### **Retailer Application Checklist**

- Retailer application
- Insurance policy (if required)
- Product images