



Salamanca Market Casual Stallholder Information Pack

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OPERATED BY



City of **HOBART**



CHEEKY DEVIL COFFEE ROASTERS

WELCOME TO SALAMANCA MARKET

Salamanca Market is one of Australia's most vibrant outdoor markets. Being Tasmania's most visited attraction, Salamanca Market appeals to a wide audience from all walks of life and celebrates Tasmania's unique culture, creative artisans and diverse producers with over 300 stallholders, it's an experience that's hard to beat. The City of Hobart, proud operator of Salamanca Market, is committed to preserving these qualities.

Salamanca Market runs every Saturday from 8.30 am – 3 pm with the exception of Anzac and Christmas days if they fall on a Saturday. The market occupies the length of Salamanca Place between Davey and Runnymede streets and attracts between 8000 and 25 000 visitors on any given Saturday, depending on the season. It attracts both a loyal local customer base and high visitation by interstate and overseas visitors seeking a truly Tasmanian experience. As Tasmania's premier outdoor market, Salamanca Market has built its reputation on the ethos of products that are locally made and sourced, high quality and unique – offering something for everyone.

WHAT IS A CASUAL STALLHOLDER

Every two years, the City of Hobart invites businesses interested in trading at Salamanca Market to submit an application to be considered as a casual stallholder. Successful applicants form a pool of casual stallholders who are entitled to book a site from a limited range of available sites. Stallholders in the casual pool can expect to trade regularly and must trade a minimum of once a month to maintain their place in the pool.

There are around 120 casual stallholders in the pool, with around 40 casual sites allocated solely to casual stallholders. Sites left vacant by licensed stallholders may also be allocated to casual stallholders, but casual stallholders are not guaranteed a site every week. Once approved, casual stallholders enter into a two-year agreement issued by the City of Hobart. Throughout the two-year period, the casual pool can lose stallholders who elect to buy a site and become a licensed stallholder or whose circumstances change and they no longer wish to trade. As a result, from time to time, a 'top-up' process is undertaken that brings new stallholders into the casual pool.



APPLICATION PROCESS

As the total number of casual stallholders is limited, the assessment process is highly competitive. To apply to be a Salamanca Market casual stallholder, you will need to:

- be over the age of 16 years old
- not be directly related to a current Salamanca Market stallholder
- be market ready, with experience at other markets and/or events
- complete the application form to the best of your ability.

Applications are initially assessed for eligibility and shortlisted. The shortlist is then evaluated by a panel of assessors and those applications that achieve the highest scores are offered a place in the casual pool.

Applications are assessed against the Salamanca Market Optimal Product Line Mix that involves the following criteria:

1. Add value to the market's product mix, diversity, customer appeal and reputation.
2. Possess quality and innovation. This includes consideration of the product's

quality, packaging, presentation and design innovation.

3. Designed, devised, grown, produced or manufactured by the trader and or presentation of the traders story, which may include demonstrations.
4. Include Tasmanian content. This is defined as being the level to which the product is manufactured, grown or produced in Tasmania, or made from raw Tasmanian materials or materials sourced in Tasmania.
5. Ethical, environmental or sustainable management standard or practices, including packaging.

It is therefore extremely important that all questions are answered in clear and concise detail, quality and accurately-labelled images are provided and all necessary certifications and supporting documents are included with the application.

Please note the assessment panel's decision is final and cannot be challenged by the applicant. Both successful and unsuccessful applicants will be notified by email.



PERSIA'S PANTRY

APPROVED PRODUCT LINE

Your approved product line consists of the products you have been approved to sell at Salamanca Market.

The approved product line forms part of the Casual Stallholder Agreement and is a list of each product or service a casual stallholder is authorised to sell at the market, making it vital that you itemise in your application form every product you propose to sell.

Casual stallholders are not permitted to change their product line after they have been issued with their agreement, unless they undertake a change of product line process – a prescribed process that every stallholder undergoes when wanting to change their approved product line.

CASUAL STALLHOLDER AGREEMENT

Once approved, casual stallholders are issued with a Casual Stallholder Agreement, which must be signed and returned, as well as the Stallholder Operational Requirements Handbook that explains market rules and expectations. Casual stallholders are required to read through and comply with the contents of both of these documents.

CASUAL STALLHOLDER COST (INDICATIVE PRICES ONLY)

Weekly fee \$87.90 (inc. GST) (includes a marketing levy and insurance)

Table hire \$9.00 per table (inc. GST) (2800mm x 700mm).

SITE SIZES

Sites allocated to casual stallholders are likely to be either 3 x 3 m or 2.4 x 2.4 m in size. Casual stallholders are not permitted to trade outside of the allocated site boundary. To give yourself the best chance of securing a site, it is suggested that all casual stallholders have the ability to fit each site size.

ELECTRICITY AND GAS

There are extremely limited powered sites available for casual stallholders and generators are not permitted. Casual stallholder applicants who require electricity are encouraged to consider if electricity is essential to operating their stall. Please call us if you require electricity, as there may be other options available.

Casual stallholders are permitted to use gas appliances if their approved product line requires them to and suitable sites can be found. Gas installations and usage are required to comply with the Storage and Handling of LP Gas - Minor Storage and Usage - ASNSZ1596. To find out more, please visit worksafe.tas.gov.au.

LICENCES AND PERMITS

When food items are to be sold, the stallholder must obtain a food permit from the local government council where the equipment is stored and the food is prepared. This may be more than one council.

Food products must also carry appropriate labelling and nutritional content advice in accordance with local government, state and federal government requirements. To find out more you can visit foodstandards.gov.au.

Stallholders selling alcohol must have a Special Permit – Salamanca Market issued by the Department of Treasury and Finance. To find out more you can visit treasury.tas.gov.au.

A MORE SUSTAINABLE MARKET

As part of the City of Hobart's commitment to zero waste to landfill by 2030 and in accordance with the City of Hobart Single-Use-Plastic By-Law, Salamanca Market has strict packaging requirements for stallholders. All stallholders are required to use certified compostable carry bags, straws and takeaway food packaging and are encouraged to implement other changes to enhance the overall sustainability of the market.

WHAT WE ARE LOOKING FOR

Before applying to become a Salamanca Market casual stallholder, consider whether your product or service is the right 'fit' for the market.

We are keen to see products or services that are not well represented in the market, such as children's toys, organic cleaning products and cloths, old maps and heritage, musical instruments, comics and memorabilia, coins and stamps, DIY craft supplies, fabric and haberdashery.

Products that have a strong maker or artisan connection are welcomed, particularly if they include original handmade products, winemakers, brewers, cured meats or deli items, indigenous food, fresh pasta and mushrooms. We are also interested to hear from boutique services, such as clothing alterations, massage, barbers and brow and nail technicians. We are always looking for quirky stallholders who can provide something different to the market.

Salamanca Market currently has an abundant supply of the following products: jewellery, woodwork, woollen products, imported products, skincare, soaps, distilleries and honey. These are likely to result in lower scores and not be approved, unless the products have a unique point of difference.

ANY QUESTIONS?

If you have any questions about becoming a casual stallholder or require any assistance with your application, please feel free to contact us. The Salamanca Market administration team operates during business hours Monday - Friday and can be contacted by emailing [salamanca@hobartcity.com.au](mailto:salamancamarket@hobartcity.com.au) or by phone on 6238 2430.



EDWOODS



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