



# THE WEST END

## PORT HEDLAND



### WEST END MARKETS: MARKET CHARTER





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#### WHAT IS A MAKERS MARKET?

A Makers Market is a market that operates within a community, at a focal public location that provides a suitable environment for artists, crafts people, producers, food and plant growers to sell high quality artworks, handcrafts, freshly grown and produced food and plants and value-added processed food and non food products directly from the maker/grower to the customers.

The West End Markets offer an opportunity for artistic engagement will have a cultural impact, expand artistic and community networks and afford social and economic benefits by providing a new artistic and cultural pathway.

#### PURPOSE OF THE MAKERS MARKET

The main aims of the West End Markets are:

- To support and stimulate the profitable trading, viability and business growth of independent artists, crafts people, producers, hobby farmers, community and home gardeners, and associated produce value-adders.
- To provide customers with access to quality artworks, handcrafts, locally grown and produced foods and plants.
- To contribute to the economic, social and health capital of the Hedland community.
- Aid in the creation of a vibrant inclusive and welcoming cultural precinct in Port Hedland's West End.

#### VENUE

West End Cultural Precinct; along side the Courthouse Gallery, Edgar Street Port Hedland

#### FREQUENCY OF THE MARKET AND OPERATING HOURS

There will be four markets in 2012, held April 21, June 23, August 25 and October 27. Closing dates for applications are March 26 for the April 2012 market. Successful stallholders will be notified by March 30.

The markets will run from 4pm – 8pm. This time is subject to change.

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## **APPLICATION PROCESS**

Stallholders can apply for a stall at the market by filling in a Stallholder Application package available from the Courthouse Gallery and website and returning it via mail or e-mail to FORM.

Applications will be assessed by a 3 person selection panel, the week prior to the closing date. This team will consist of a community member, a practising artist, and another art professional. Each market selection panel will include at least one different team member to facilitate fair and open selection.

Applicants will be notified when selection has been finalised. Once approved applicants will not need to reapply for future markets in 2011 unless their product changes or they wish to add new products or persons to the stall.

Unsuccessful applicants will be offered constructive feedback as to why their application was denied but no further discussion will be entered in to. Unsuccessful applicants are encouraged to take this feedback on board and reapply for the next market date.

Stallholders' must obtain all necessary licenses and permits from the Town of Port Hedland environmental health department (see attached documents).

## **CRITERIA FOR STALLHOLDER SELECTION**

All produce must be sold by the person/s, directly involved with creating, making, growing or value adding the product. Exceptions may be made under certain circumstances (see co-operative selling)

Resellers are not permitted to be vendors at a Makers' Market.

Stall holders must respect all copyright and intellectual property rights as outlined by Australian law and the Australian Copyright Council.

The West End Markets support the inclusion of suitable fundraising activities by community groups on approval of the selection panel.

Authorise use of images of stallholder person/s, products and stalls in advertising and promotion of the markets as described in the West End Market application.

## **GEOGRAPHICAL AREA**

The geographical area from which the West End Markets will primarily accept stallholders will be the Pilbara, and Kimberley regions.

Outside vendors from the Gascoyne and Midwest regions may be allowed, at the discretion of the selection panel, if their product adds to the diversity of the market.

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## **PRODUCTS SELECTION CRITERIA**

West End Markets will operate with the key objective of promoting locally created, made, grown or value added product.

The following products will be permitted for sale:

- High quality, authentic artworks, crafts or handmade products.
- Edible value-added products eg: Jams, Pickles, Pasta
- A non-edible product which is grown or produced locally e.g. flowers, plants
- A non-edible value-added product, eg: soaps, body creams and lotions

The following products will NOT be permitted for sale

- Imported, commercial or resold products
- Second-hand goods

All products will be assessed by the selection panel during application; the products sold must match the products approved by the selection panel.

Makers/Producers may only sell products listed on their application form, approval must be granted prior to adding products to your range or significantly altering the products sold. Please contact the Market Manager to seek approval to sell any new products.

Products which will add to the diversity of the market but may not be readily available or able to be produced within the geographic regions will be considered on a case by case basis.

## **VENDOR MIX**

West End Market promotes inclusivity and the predominance of products from the preferred geographical region.

The variety and quantity of local product must exceed the quantity of external product.

Stall selection maybe made to maintain the balance of media and products represented.

## **QUALITY OF PRODUCT**

West End Market stallholders are committed to offer for sale high quality, authentic products that are original, creative and not readily available.

That appeals to the maker's market audience, and are not offensive, derogatory or dangerous in nature.

The manufacturer of all value-added products must comply with relevant regulations applicable to the product. ie: food and cosmetics product safety requirements

## **ORGANIC AND BIODYNAMIC STATUS**

Evidence of organic or biodynamic status must be shown to the Market manager on application for a stall. Stallholders may not promote themselves as being organic or biodynamic without this evidence.

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All products being sold as organic must have, and display, proof of certification.

## **COOPERATIVE SELLING**

Co-operative selling is allowed at the market, with approval of the markets selection panel as long as,

- The person or persons operating the stall is one of the producers and are familiar with all the stalls products
- The stall is clearly identified as a co-operative
- Individual items are identified to each producer
- All names of all co-operative sellers are listed on the application and no additional sellers are added without approval.
- In the event of an art or craft or other type of group or not for profit organisation being the co-operative stall holder, all persons having work for sale or operating the stall must be a member or be directly associated with the co-operative stall holder group.

## **PRICING**

- The West End Market aims to educate consumers on the true value of handmade, grown or produced products.
- Products should be offered at fair, market-driven prices that reflect the quality and or specialty nature of the goods sold.
- Selling in direct competition, for example, price under-cutting of other stallholders, is not in keeping with the spirit of the market.
- The West End Market recognises that the consumers maintain the right of choice, whilst enabling each stallholder to determine their own price.

## **PRESENTATION**

Stallholders will be expected to be neat, suitable dressers and deal with the public in a courteous manner.

Stallholders will be provided with one table (L240cm x W75cm x H75cm) and chair per stall but must provide their own display equipment. The Market Manager will advise successful stall holders of their designated position, based on product and space limitations. If additional tables or space are required please contact the Market Manager.

Products should be displayed attractively, with due regard for the environment, consumers and other stallholders.

Stall holders selling and cooking food on site will require a marquee as per the Town of Port Hedland's regulations.

## **HEALTH AND SAFETY**

All food, non-food such as cosmetics and value-added food and non-food products must meet all local, state and federal government regulatory obligations. It is the responsibility of each stallholder to ensure these are in place. This includes food safety, occupational health and safety, labelling etc.

All value added food and cosmetic produce is to be labelled in accordance with prevailing food, safety and health regulations.

Information packages are available from the Courthouse Gallery but for more information and assistance contact the Town of Port Hedland, or The Department of Health WA.

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Stallholders' must obtain all necessary licenses and permits and approvals as necessary from the Town of Port Hedland, environmental health department. Please read your information package and if you are still unsure of what permits or approvals you may require please contact the environmental health department on 9158 9325. As a general rule if you are processing the food in anyway e.g. cutting fruit or making jam you will be required to notify the environmental health officers.

Animals are not permitted at the Market.

## **WASTE MANAGEMENT**

Stallholders are asked to minimise the amount of plastic packaging used in the stall

Stallholders are expected to clean up after themselves and ensure their site is left in good condition.

The market management committee will ensure there are adequate bins to dispose of rubbish

## **CONSUMPTION OF ALCOHOL**

The consumption of alcohol is not permitted at the markets, unless in an approved area that conforms to all relevant licensing, statutory, OH&S and legal requirements.

## **SUPPORT AND SPONSORSHIP**

The West End Markets are designed and developed by FORM and supported by, BHP Billiton Iron Ore, Horizon Power, Town of Port Hedland and the Courthouse Gallery

## **PROMOTION**

FORM and the Courthouse Gallery will be responsible for the advertising and promotion of the West End Markets to both producers and consumers. Images of stallholders, their products or stalls may be used in this promotion.

However stallholders are welcome and encouraged to display marketing goods for their product within their designated stall ie: signage, branded business cards, carrier bags, pamphlets etc

## **STALLHOLDER FEES**

Standard stall fee - \$30.00 per market.

Larger stalls - will be charged additional fees dependant on space required. Please contact the Market Manager to apply for a larger stall space; we will do our best to accommodate this.

## **INSURANCE**

All stallholders must hold a minimum of \$10 million public liability insurance; all stallholders must have public liability insurance (\$10,000.000 minimum). FORM is now offering a Practitioner's Membership. Tailored specifically for artists, crafts persons and designers, this membership delivers a comprehensive public liability insurance package on top of the usual benefits included in an Individual FORM membership.

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**FORM will provide Practitioner's Membership free of charge to successful stallholders.**

FORM's Practitioner's Membership includes:

- Public Liability \$20,000,000
- Products Liability \$20,000,000
- Professional Indemnity \$5,000,000
- Property in the care, custody and control of members \$100,000
- Excess \$250

This new Practitioner's Membership caters specifically for individuals who are primarily involved in the production and sale of their own artworks and items of their own design. 'Sales' include exhibitions, displays, as well as market stalls. The cover also includes activities related to private and public commissions.

\*\* Subject to approval by FORM, according to the insurance terms and conditions.

**Cooperative sellers will only require one member to be covered.**

If you wish to provide your own Public Liability Insurance a certificate of currency must be shown to the Courthouse Gallery prior to the markets.

FORM, the Courthouse Gallery and West End Markets will hold public liability insurance to cover the venue, the Management Committee and volunteers.

NOTE: Public Liability insurance does not cover you, your equipment or product for loss or damage. Product and equipment cover is not compulsory (unless by law for the product you are selling) and must be sourced and purchased privately.

NOTE: Stall holders who participated in the 2010 West End Markets under FORM's Practitioner's Membership are required to renew their Public Liability Insurance. First time stallholders will be provided with complimentary Public Liability Insurance.

**DISCLAIMER OF LIABILITY**

The West End Markets, FORM, Courthouse Gallery and supporters BHP Billiton, Horizon Power and Town of Port Hedland and its representatives will not be held responsible for any loss or damage to person or property howsoever caused, including the negligence of West End Markets, FORM, Courthouse Gallery and supporters BHP Billiton, Horizon Power and Town of Port Hedland or its representatives or agents and including loss or damage arising out of weather conditions or the cancellation of the event due to any circumstances outside the control of the West End Markets, FORM, Courthouse Gallery and supporters BHP Billiton, Horizon Power, Inline Engineering Services and Town of Port Hedland.

**STALLHOLDERS COMMITMENT**

Stallholders must commit at least 3 weeks in advance and provide at least 48 hours notice if there is need to withdraw from the market.

Stallholders are able to set up from 3pm on the Market date and must be set-up and ready to sell comfortably before the start of trade at 4pm. Stallholders can not start trading until the Market Manager announces the start of trade.

No stallholder is to pack up before the end of advertised trading (8pm) unless with the permission of the Market Manager in exceptional circumstances or if sold out.

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## **GRIEVANCE/ COMPLAINTS PROCEDURE**

In order to maintain quality standards, any complaints must be reported to the West End Markets Manager who will notify the vendor to whom the complaint is directed.

When two or more vendors, on any market day, believe that the selling practices or product of another vendor are detrimental to the Market, they may request a review of the stallholder's application. The review panel may instruct the stallholder that they have dropped below the market standard or that their selling practices does not meet the market requirements and request that the product or practise be brought back to the standards required failure to comply may result in the stallholder being refused a future position at the markets.

The Market Manager has the right to uphold the Market Charter and to request that any items in breach be withdrawn from sale or any non-compliant stall be requested to leave or alter their product. The decision of the market managers in all matters relating to the running of the market stall, on the day, is final and the market managers reserve the right to refuse any products that are not in keeping with the integrity of the market.

Appeals may be made to the market managers in writing.

## **COOPERATION**

The West End Market is run for the benefit of the makers/stallholders reasonable cooperation with Market organisers, the Courthouse Gallery, FORM and other stallholders' is a condition of participation.