



The Rose St. Artists' Market
PO Box 2239
Fitzroy Victoria 3065
P: (03) 9419 rosestmarket.com.a

The Rose St. Artists' Market – New Stallholder Guide

Setting Up and Packing Down

- 1/ Set-up starts at 9am and you must be ready to trade by 10.45am. Market hours are 11am - 5pm.
- 2/ Pack-down may begin no earlier than 5pm.
- 3/ Display boxes / trestle tables can be collected from inside the warehouse. Limited trolleys are available.
- 4/ All display items must be returned to the warehouse at the end of the day.
- 5/ Personal safety and that of other stallholders and the public must be a priority throughout the day.
- 6/ Please consider local residents when loading / unloading by not blocking driveways or footpaths and by keeping noise at a respectful level.

Stall Display

A stall is your mini shopfront so we expect it to be inviting and exciting to customers. Have a stall set up in mind before market day, considering the best way to showcase your products.

Specifically:

- 1/ We provide either one large display box (80x80x80cm) or a trestle tables (180cm(l) x 80cm(w)) as well as some smaller display boxes. Beyond this, you will need to bring along your own display props.
- 2/ Tables must be covered by a clean tablecloth (any colour). The tablecloth should not drape on the ground, should not be tatty nor frayed. Display boxes do not have to be covered.
- 3/ All stallholder brought display props (e.g. clothes racks, mannequins, mirrors, tables) must be in good working condition and clean in appearance. Wonky, broken or generally worn looking items will not be permitted for display. All stallholder brought items must go home with you!
- 4/ Individual stallholder branding/signage must be approved before display is permitted. This can be done via email prior to your market day.
- 5/ Any electrical items used at your stall must be approved before use.
- 6/ Individual stallholders can discuss any specific requirements/display ideas outside of the above rules with market management for approval.

Weather

All stalls are covered (no marquees required) so the market operates all year round irrespective of weather. Wind and rain can still affect stalls when conditions are extreme so we suggest being prepared with plastic sheeting and ways to hold down lightweight items, just in case.



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Stall Allocations

Stalls are pre-allocated based on the product mix on the day as well as the individual requirements of each product. Upon arrival, a map is available for viewing at the café that specifies where your stall will be for the day. Should you wish to find out your allocation prior to the market day, feel free to call or email us on the Thursday prior to your booked market day!

Car Parking

We encourage stallholders to use public transport / bicycle to get here. Those who drive can utilise the paid all day car park conveniently located only 20m from the market entrance (towards Brunswick Street). There is also free 2hr on-street parking available.

Selling

The market is a retail environment and irrespective of your product, it will never sell itself. Be prepared to engage with your customers and tell them the story behind the product, your inspirations, the techniques used to create, the materials used etc.

Signage is a very good tool to help communicate with customers and you should also consider having business cards available to give out too.

If possible, having a range of price points allows you to cater to a wider audience.

EFTPOS Facility

If you wish to accept card payments some good options include the Square or PayPal card readers.

We also offer you the use of our EFTPOS facility. Should your customer wish to pay using a debit, visa or mastercard (not AMEX or Diners), simply write your name, the date and the purchase amount onto a business card (or similar tag) and send the customer to the café where we'll put the sale through our terminal. We'll send the customer back with a receipt where you should check that the correct amount has been debited and then you can give the product to the customer. Note that you should never hand over products to the customer before they return with a confirmed receipt.

We keep a running tally of your sales throughout the day and we then electronically transfer your sales total to your nominated bank account on the Wednesday following your market day. Usage of the facility costs a flat rate of \$5 for the day, which is taken from the first sale. The EFTPOS sales minimum is \$15.



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Gift Vouchers

The Rose St. Artists' Market offers gift vouchers to our customers.

If a customer wishes to make a purchase using a gift voucher, simply bring the voucher to the café where market management will process the sale.

Cancellations

Please refer to your confirmation form for allocated date(s). Cancellations and no-shows affect the markets ability to perform at its peak hence it is courtesy to notify the market management at least 7 days prior to any change in bookings. The market operates on a '3 strikes' policy whereby stallholders who fail to show to their allocated date or provide late cancellation are given one strike. After 3 strikes, you will forfeit the remainder of your allocations for the season and will need to reapply. Please note our terms and conditions relating to our cancellations policy.

Safety

Public safety and that of yourself and other stallholders must be a priority on market day. If you are unsure about anything throughout the day, just let market management know.

Social Media

The Rose St. Artists' Market is very active across social media including Facebook, Instagram and Twitter. But don't let that stop you from promoting your market dates to your followers! Be sure to tag the market and hashtag #rosestmarket in your posts to let people know where to find you on the day and so we can repost!

Details:

Facebook: <https://www.facebook.com/rosestreetmarket/>

Instagram: <https://www.instagram.com/therosestmarket/>

Twitter: <https://twitter.com/therosestmarket/>

All The Best

We hope you have an enjoyable and successful time here at The Rose St. Artists' Market!

Kind Regards,

The Rose St. Artists' Market