

# St Kilda Esplanade Market Stallholder Application Guidelines



## **The St Kilda Esplanade Market vision:**

*The St Kilda Esplanade Market is a world renowned art and craft makers' market in an iconic beachside location- a place of choice for art and craft makers, and for customers seeking quality, authentic Australian made products. (St Kilda Esplanade Market Strategic Plan 2011-2016)*

Selection of applicants is based on the following criteria:

- Quality hand made products designed, produced and sold by applicant (completely or substantially, with ability to authenticate)
- Aesthetic / artistic merit
- Quality of product (design / technique / finish)
- Artistic innovation, uniqueness, original design
- Level of skill reflected in goods
- Selection will be made to maintain a balance of media represented at the market

Other considerations:

- Ability to present goods appropriately and well in a market context
- Quality of presentation and packaging
- Current trends and products with broad customer or seasonal appeal
- Ability to sustain quality of work for stall over time (more important for permanent stallholders)

## **Application deadlines**

**CASUAL STALLS:** Casual stallholders can book in on a weekly basis, and must trade at least once every 6 months to keep an active status. Applications are accepted throughout the year and must be received by the 15<sup>th</sup> of the month.

**PERMANENT STALLS:** Permanent stallholders must attend the market on a regular basis throughout the year. Applications are considered every 3 months. Interviews may be scheduled with short-listed applicants. Deadlines for permanent stallholder applications are in February, May, August and November. Check website for more details:

[http://www.portphillip.vic.gov.au/stkilda\\_esplanade\\_market.htm](http://www.portphillip.vic.gov.au/stkilda_esplanade_market.htm)

Submit applications by email to [esplanademarket@portphillip.vic.gov.au](mailto:esplanademarket@portphillip.vic.gov.au)

Or by post: St Kilda Esplanade Market, City of Port Phillip, Private Bag No 3, Po St Kilda, 3182  
Received applications will be confirmed by email (preferred) or telephone.

## **Stallholder fees**

Casual stalls are \$73 per day. Permanent stalls are \$570.62 for 3 months.  
(Current as of September 2011. Stall fees are subject to annual increases).

Stall size is 2.4m x 2.4m, tables and marquees are not provided. Public liability insurance is included in the stall fees.

## **Permit Conditions and Local Laws**

All stallholders must abide by the permit conditions and by laws governing the St Kilda Esplanade Market as contained in The City of Port Phillip Local Law No.3.

Permit conditions are listed below. Visit the City of Port Phillip website to view a copy of Local Law No. 3: [http://www.portphillip.vic.gov.au/local\\_laws\\_enforcement.html](http://www.portphillip.vic.gov.au/local_laws_enforcement.html)

Please direct any enquiries to St Kilda Esplanade Market Manager, Erin Grealy:  
[egrealy@portphillip.vic.gov.au](mailto:egrealy@portphillip.vic.gov.au) or 03 9209 6634.

## **(INTERIM) PERMIT CONDITIONS FOR THE ST KILDA ESPLANADE ART & CRAFT MARKET**

### **The aims of the St. Kilda Esplanade Art & Craft Market.**

- (a) To provide an outlet for Victorian artists & crafts people.
- (b) To provide high quality and hand-made arts & crafts
- (c) To be a major local, national and international tourist attraction;

### **It is a condition of the St. Kilda Esplanade Market when accepting a stall that you abide by the following regulations (conditions may change from time to time):**

1. **All work must be made by and sold by the applicant.**
2. Only work approved by the Council may be sold on the St Kilda Esplanade Market.
3. Acceptance depends on quality and originality, mix of the market and the number of stalls which become available. The Council is under no obligation to allocate all stalls.
4. The Council must have due regard for the mix of the market when approving new work.
5. Stallholder applicants will receive notification of result within approximately 3 weeks.
6. All fees payable in advance to the City of Port Phillip.
7. The work must be designed, made & sold by the maker. The work must be sold only by the persons whose names are on the permit, although a limited number of assistants are permissible if their names are submitted to and approved by the Council Market Manager prior to their presence at the market.
8. From time to time stallholders may be required to demonstrate the making of the goods sold at the Market.
9. Copying of other people's work is not permitted.
10. All new products from existing stallholders must be approved by the Council prior to it appearing at a stall.
11. Stallholders cannot change stall sites without prior permission from the Council.
12. Permits are not transferable to other parties.
13. Permits cannot be sold or offered for sale to another person.
14. Permits must be available for inspection on market days.
15. Existing permits which infringe the rules may also be withdrawn.
16. Stalls are marked with white lines defining the stallholders' space. The majority of the stalls are approximately 2.4 x 2.4 metres. Space must be left for entrance to back of stall.
17. The Market is operational from 10:00am to 5:00pm each Sunday of the year, except for the second Sunday in February (St Kilda Festival Day).
18. A stallholder may move to a vacant stall site after 10:00am (does not apply to casual stallholders)
19. A stallholder may spread to an adjacent stall if it is vacant at 10:00am.
20. A person may not cause a disturbance at the market.
21. A person may not shout or cry their wares (spruik).
22. A person may not obstruct walkways.
23. Any dog on the market must be on a lead and under control at all times.
24. All rubbish must be removed at the end of the day.
25. Allocated parking is not provided to stallholders. Please adhere to parking signs.
26. Parking is not permitted on the footpath.
27. There is no reserved parking for stallholders. No stallholder has the authority to ask another stallholder to move their car to a different location if they are legally parked.

### **Attendance at the Market**

Stallholders must be present 48 weeks of the year –the permit may be revoked if stallholders are absent for more than that time. Stallholders must inform the Market Manager in writing if they are to be absent more than 4 weeks in a row. Genuine reasons for absence will be favorably considered but consistent absence from the market will jeopardize the stallholders permit.

### **Probationary licence**

Initial acceptance on the market is for a probationary permit of 3 months. If there are no infringements of the permit at the expiration of the 3 months, stallholders will be offered ongoing permits. If a permit is to be withdrawn the stallholder will receive a letter indicating that the permit will not be renewed.

### **Long Service Leave**

Stallholders who have been consistently permitted for over eight years may apply to the Market Manager for long service leave of no more than three months. All applications for LSL must be made in writing to the Market Manager prior to long service leave commencing. During the LSL the site may be allocated to another stallholder. Stallholders may return to their existing site after their LSL has been completed.

### **Marquees/ Tables**

Shelters and tables are not provided by the City of Port Phillip

The white marquee style shelters (pop-ups) used on the Esplanade are required to be very stable. Clear panels in backs and sides are very highly recommended. Market umbrellas are acceptable with adequate ties and weights on the corners of the umbrellas, ordinary beach-style umbrellas are not acceptable. Blue tarpaulins are not acceptable. Safety must be of paramount consideration. All umbrellas, tents or marquees must be weighted down to withstand wind gusts. Guidance on where to buy a marquee can be provided by the Market Manager. Marquees larger than 2.4 x 2.4 metres may restrict your site placement on the market.

### **City of Port Phillip Local Law #3**

The Market falls under Port Phillip Local Law #3 Community Amenity and its Procedures and Protocols Manual. A copy may be obtained in full from the Council website at [www.portphillip.vic.gov.au](http://www.portphillip.vic.gov.au) or can be sent to you by the Market Manager

