

# TERMS AND CONDITIONS

The Valley Laneway Markets provide a unique central location for market retailers to do business in an urban atmosphere, nestled among heritage buildings with an emphasis on local design and produce that's a cut above. We are committed to supporting and encouraging our market traders who will complement the Lanes Fortitude Valley's creative and independent businesses. The Valley Laneway Markets will be part an already diverse, integrated and inspirational business community and environment that is the Lanes Fortitude Valley. This carefully curated market has an emphasis on quality and innovation with a particular focus on fresh design, as well as pre-loved clothing and goods.

## About the Laneway Markets

The Valley Laneway Markets began in Winn Lane in 2011 and operated on the 1st Saturday of every month. They took a few years hiatus, while Bakery Lane and California Lanes were built and were restarted in 2018, expanding to three lanes in 2018. During this time, they have been held under various individual names: Plant and Homewares Markets, Big Sound Markets, A Very Laneway Christmas, Hidden Lanes Markets and A Very Laneway Christmas Markets. They have also worked in conjunction with the L'il J's Vintage Market and Metre Market.

In 2020, we will be bringing all of these markets together, back under the original brand of the Valley Laneway Markets are being held in all laneways: Winn Lane, Bakery Lane and California Lane. The Valley Laneway Markets will operate for the months of March - November and on the 1st Saturday of each month. Trading hours are from 9 am - 2 pm (unless otherwise specified).

## Market Attendees

The Valley Laneway Markets have a range of products from our creative Brisbane community which have been curated by our very experienced Valley Laneway Market co-ordinators. At our markets we feature sustainable and local fashion, art, ceramics, skincare, plants, homewares, jewellery, accessories, and also a collection of our pre-loved fashion and goods. As well, you can attend one of the monthly workshops or listen to our talented musicians as you soak up the vibe of our award-winning much loved and historical laneways. Follow our @mybakerylane, @winnlane and @mycalifornialane for the latest updates and posts about our Markets and stallholders.

## Parking

For Market Attendees, this location means they can access all the existing facilities and retail shops of the Valley (e.g. ATMs, parking and public transport.). For those attendees wishing to make it a day of exploring in the Lanes Fortitude Valley, it is recommended that they book online for all-day booking for the best parking deals at Mc Whirters Parking Facilities.

## The Valley Laneway Markets Stallholder Applications

We are always looking for new creative people with quality products. The Lanes Fortitude Valley is about supporting small businesses and The Valley Laneway Markets aim to continue this mission. Through all our social media accounts we have over 10 thousand followers as well as our Social Media outlets including My Valley Brisbane that promote these markets which are included in the stall holder's fee.

## Stall Holder Fee Structure.

Permanent spaces will not be issued.

Stalls of 2m x 1m - \$30 including GST. (Notable included). An additional fee of \$10 for table to be provided. Included is a mention on Social Media channels (at least once) and promotion of market leading up to the event. For larger stalls, pricing on request.

## Payment.

Final payment must be received by Wednesday prior to weekend of the market for you to be allowed to trade, minor exceptions made if the market store holders positions have not sold out.

## Stall Holder Selection Criteria/Product Criteria

- We aim to bring together a balance of positive, like-minded stallholders who provide variety, uniqueness and quality.
- 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. (Waiting lists may apply for an oversupply of certain products).
- Products must not represent franchise businesses, provide a dumping ground for mass-produced/sale/old stock or promote external business interests (Excluding current retailers in the Lanes Fortitude Valley).
- To complement and expand existing business interest in the Lanes and in the area.
- No stallholder will have exclusivity to their product, and where applicable, efforts will be made to vary the types of

products sold in each laneway.

This criteria is not comprehensive and other discretionary factors may play a part in the selection of stallholders. Failure to adhere to our guiding principles may jeopardise your application and will be enforced on market days.

The Valley Laneway Market's Management reserves all rights as to who operates at the markets 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.

Stall Holders must only sell the range/product that has been detailed and approved in their application form, of significant quality and compliant with Australian Competition and Consumer Commission (ACCC guidelines) regarding standards, labelling and safety. Please refer to these Guidelines. Individual results of Market Day may vary. The Valley Laneway Markets does its best to promote and advertise to get the best results for all involved.

#### **Withdrawal/Cancellation Policy**

- If you are unable to attend any given market or if you wish to withdraw from trade, written notification to the VLM Manager is required a week prior to the trade. If you fail to do so, you will forfeit your fee.
- If you book, pay and cancel in the final week before the markets, you will forfeit your fee.
- This notification is required as we do not want gaps in our marketplace and our regular retailers deserve respect and continuity of retail partners.

#### **Weather Policy.**

Stall and Workshop Holders will be notified the morning of the market (no later than 7 am if the Market will be cancelled). They should follow the Valley Laneway Markets Social Media for any announcements. A refund will not be given if the cancellation is a result of any reason outside the Valley Laneway Markets control e.g. weather conditions, emergency etc.

#### **Workshops.**

If you have a special talent or skill and would love to teach a small group of people in Lane Market Day, we would love to hear from you. Please apply here.

#### **Stallholder Information and Regulations**

- On arrival, stallholders will be greeted by one of our market staff and you will be guided to your stall position. Your stall location will be numbered.
- Stallholders must be ready to trade at the commencement time of the markets.
- Product and display items are to be carried/trolleyed in and out of the venue.
- Due to parking and loading constraints, you will be notified as to where you can load and unload prior to market day. Stallholders are advised to take advantage of booking parking online prior to the day.
- You are responsible for the supply of tables, racks and merchandising tools to sufficiently display and uphold VLM standards. If you require a table, an additional fee of \$10 will be levied. This needs to be indicated in your application.
- Your stall is to be neatly presented. All tables within your space are to have floor-length table cloths to conceal any boxes/packages required for your stall set up.
- Any merchandise that you wish to hang from your stall/marquee including signage must racks, banners or product etc must be secure.
- (Prior to its inclusion in your stall space, lightweight signage, racks, banners, bunting etc will be allowed provided they meet our merchandising standards during the application process)
- It is your responsibility that your tables, racks and all merchandising tools are secure and in good working order.
- If you are using a tent you need to supply your own sandbags or equivalent weights to 10kg capacity (minimum 2, recommended 4). It is your responsibility to ensure that your marquee is secure.
- All merchandising equipment, including racks, tables, signage, floor coverings etc must be located within retail space boundaries as outlined in your application/map.
- All walkways and thoroughfares must be kept clear at all times and retailers must co-operate with the organisers in ensuring this is maintained.
- Please greet and interact with all your customers in a professional and cheerful manner. Stallholders should not be on their mobile phone the entire time but be ready to speak to their customers.
- Absolutely no consumption of alcohol whilst at their stall.
- Language or violent behaviour will not be tolerated.
- Stallholders must stay the duration of the markets and not leave their area early.
- Stallholders must clean their own space and leave it as it was found. A cleaning fee will be charged if the site is left with rubbish. All rubbish/belongings must be removed at the and taken with you at the conclusion of the markets.
- Stallholders are responsible for the security of their own merchandise.

Failure to comply with the above terms and conditions may result in the cancellation of any booking approvals for the Valley Laneway Markets. If there is a dispute with a stallholder, the VLM management will take action immediately and the stallholder will be asked to permanently leave the VLM. This is at the discretion of the VLM.

**Social Media For Stall Holders and Workshop.**

- Each Stall and Workshop Holder will be required to make at least once social media post about their attendance at the Valley Laneway Markets.
- If you have shared the Valley Laneway Market on your social media we will post a social tile on our social media to promote your business in exchange (we are all about cross promotion – make sure to tag Valley Laneway Markets.
- By submitting your application you allow us to use your social media to promote your business and our markets. If you don't want this to occur, please specify.

**Public Liability and Insurance.**

The Valley Laneway Markets Pty Ltd has public liability insurance. Stallholders and workshop holders must have public liability insurance of \$10 000 000. Their stall holder name must be specified. Vintage clothes sellers will operate under the Valley Laneway Markets public liability insurance.

**The Application Process.**

If you think you would like to be part of the Valley Laneway Markets and comply with the selection criteria, we would love to hear from you. It is essential that for the selection process, to include as many images as possible including photos of branding, product lines and any links to your social media accounts. While every effort is made to include your stall in our next market, your application with reviews on individual merit and we will notify you with an Offer of Trade by email if successful within 14 days. Each stallholder will be required to make at least one social media post about their attendance of the Valley Laneway Markets.

We look forward to hearing from you, the Valley Laneway Market Co-Ordinators.