



Salamanca Market Casual Stallholder Information Pack

March 2024



Welcome to Salamanca Market

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Salamanca Market is one of Australia's most vibrant outdoor markets, with over 350 stallholders and up to 1 million visitors per year, attracting a loyal, local customer base and high visitation by interstate and overseas visitors seeking a truly Tasmanian experience.

It is an experience that is hard to beat. Occupying Salamanca Place in Hobart, Salamanca Market is Tasmania's most visited tourist attraction and is a celebration of Tasmania's unique culture, artisans and produce. Salamanca Market has built its reputation on high quality, locally-made products and the City of Hobart, proud operator of Salamanca Market, is committed to preserving these qualities.

Salamanca Market takes place every Saturday of the year from 8.30 am – 3 pm, except for ANZAC and Christmas days if they fall on a Saturday.

Types of stallholders at Salamanca Market

Salamanca Market has casual and licensed stallholders.

Licensed stallholders have purchased a specific site and trade from it every week.

Casual stallholders do not have a specific site and are rotated regularly subject to the availability of different sites.

What is a casual stallholder?

Casual stallholders are an important part of our market and equally, Salamanca Market provides an important opportunity for many small, artisanal Tasmanian businesses to test and launch their products and ideas which may lead to purchasing a licensed site in the future.

Being a casual stallholder suits local makers, artists and producers as it allows them to trade at the market when it suits them.

Casual stallholders form a 'pool' of approximately 120 casual stallholders, with around 40 sites allocated solely to casual stallholders each week. Sites left vacant by licensed stallholders may also be allocated to casual stallholders.

Once successful applicants accept their offer to become a casual stallholder, they enter into a Casual Stallholder Agreement for a period of up to two years, issued by the City of Hobart. Once the agreement has expired, all casual stallholders must re-apply for a new 2-year Casual Stallholder Agreement period. Existing casual stallholders will need to complete a full application. Previous acceptance does not guarantee a place in the new casual pool.

What types of casual stallholders and products are suitable for Salamanca Market?

Before applying to become a Salamanca Market casual stallholder, consider whether your product or service is the right 'fit' for the market. Salamanca Market values Tasmanian made and produced and strives to ensure that the market maintains local integrity versus imported products.

Products that are not allowed

The following products are not allowed at the market. If your application includes any of the following you are not eligible to be assessed:

- Fully imported products
- Adult products (this is a family friendly market)
- Illegal products
- Cause groups and advertising products (we are a market of producers and makers)
- Predominately plastic products

Products that we are not accepting

For this casual stallholder intake we are not accepting applications for the following products:

- Ready to eat takeaway food
- Imported products
- Soap and beauty products
- Distilled alcohol products

Products that we may consider

The following products are highly competitive and only unique product applications not represented elsewhere at the market will be considered:

- Jewellery
- Ceramics
- Candles
- Wood products
- Leather products
- Beer, wine and ciders

Gas and electrical

This intake we will not be accepting applications from stalls that require electricity or gas.

Application process

The total number of casual stallholders is limited and the assessment process is competitive. Past casual intakes have attracted over 250 applications for 120 positions. To apply to be a Salamanca Market casual stallholder, applicants must be:

- over the age of 16 years old
- be market ready, with experience of other markets and/or events
- complete the application form thoroughly. Incomplete applications will not be assessed.
- meet the product eligibility criteria

Casual stallholder applications are initially assessed for eligibility and shortlisted. The shortlist is then evaluated by a panel of assessors using the criteria outlined below. Prior trading history and market experience, where applicable, will be considered as part of the assessment process. Applications that achieve the highest scores are offered a place in the casual pool.

How to maximise your application

1. Ensure that the application and products are eligible.
2. Answer ALL questions clearly and concisely, with adequate detail for the assessors to fully understand the product or services and relevant background.
3. Provide quality and accurately-labelled images of your actual products.
4. Provide necessary certifications and supporting documents.
5. Do not rely on links to your social media or website to answer questions in the application.

6. If you are a previous stallholder reapplying remember that your application needs to be thorough. Don't assume that the assessors know your products.

Assessment criteria

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

- add value to the market's product mix, diversity, customer appeal and reputation.
- possess quality and innovation. This includes consideration of the quality of the service or product, branding and/or presentation, innovation, design, materials, fabrication/ manufacture, or other attributes.
- correct labelling, including place of manufacture.
- designed, devised, grown, produced, or manufactured by the trader themselves (which can include their family or business, as well as employees).
- include Tasmanian content - this is defined as being the level to which the product is designed, manufactured, grown or produced in Tasmania, or made from raw Tasmanian materials, or materials sourced in Tasmania.
- display and/or promote ethical, environmental or sustainable standards, production methods or practices.
- use environmentally sustainable packaging, compliant with the packaging requirements outlined below.



Approved product line

The approved product line consists of the products that the stallholder has been approved to sell at Salamanca Market following assessment. At times, only some of an applicant's product line may be approved. For example, if a particular product is considered not to meet the above criteria or if a product is already adequately represented at Salamanca Market by other stalls.

The approved product line forms part of the Casual Stallholder Agreement and is a list of each product or service that 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. This is a prescribed process that every stallholder undergoes when wanting to change their approved product line. All change of product line requests will be assessed using the above criteria.

Casual stallholder agreement

Once approved, casual stallholders receive the following:

- a Casual Stallholder Agreement, which must be read, signed and returned prior to trading
- the Stallholder Operational Requirements Handbook, which explains market rules and expectations
- a safety induction, which must be completed prior to trading
- an invitation to a compulsory online stallholder workshop for new casual stallholders.

How often can casual stallholders trade?

Casual stallholders must nominate when they would like to trade through an online booking form, however, they must trade at least once a month* to maintain their casual status and are not guaranteed a position each week.

Casual stallholders may end their agreement at any time without penalty.

* Unless approved for a seasonal casual stallholder licence, which may be granted for primary producers and where alternative arrangements have been made with Salamanca Market administration for special consideration.

How much does it cost to be a casual stallholder?

Casual stallholders must pay a site fee, marketing levy and insurance fee payable to the City of Hobart. Other fees may be included depending on the stall operation. All fees are updated annually and stallholders should expect an annual increase.

All current fees are listed in the City of Hobart Fees and Charges booklet, updated periodically <https://www.hobartcity.com.au/Council/Fees-and-charges>. Please be aware that fees are changed annually as of 1 July.

Casual stall sites

Sites allocated to casual stallholders are suitable to fit a 3 x 3 metre or 2.4 x 2.4 metre marquee.

Infrastructure

Casual stallholders are responsible for providing their own stall equipment. Minimum standard requirements apply for tent structures.

Licenses and permits

The following items require that the stallholder hold a permit from the relevant authority:

- Alcohol products
- Soap and cosmetics.

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

Packaging

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, such as 100% compostable alternatives to any plastics.

Mentors

Applicants, particularly those who are new or wanting to improve their stall or application, are encouraged to seek support and advice from our Mentors listed below. The Mentors represent licensed stallholders who have previously traded as a casual and are willing and enthusiastic to assist other small businesses who are interested in becoming a casual stallholder at Salamanca Market. Mentors are a great resource who may assist you with the operational aspects of having a stall, such as stock quantities, stall layouts, setup and pack down etc. Please contact one of the following mentors for any advice relating to becoming a stallholder at Salamanca Market:

Jennifer Hoy

Manning Polymer Clay, site 148
jennahoite@hotmail.com

Edward Chatain

Edwoods, site 272
edwoodsbrand@gmail.com

Questions?

If you have any questions about becoming a casual stallholder or require any assistance with your application, please contact the Salamanca Market administration team.

Email: salamancamarket@hobartcity.com.au

Phone: 6238 2430



Salamanca Market

GPO Box 503

Hobart TAS 7001

03 6238 2430

salamancamarket@hobartcity.com.au



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