

University Hill FARMERS' MARKET



University Hill™
Town Centre



brand
junction

Stallholder and Arrival Information

University Hill Farmers' Market - 2nd Saturday of the month.

Contact Information:

Erena Norgard - Farmers' Market Coordinator
Telephone: 03 8681 2296 (Wed/Thurs) or 0409 234 106
Fax: 03 8681 2100
Email: enorgard@mabcorp.com.au
Website: www.mabcorp.com.au

Postal address: PO Box 7657, St Kilda Road, Victoria 8004.

Welcome to the University Hill Farmers' Market!

Location and directions:

The University Hill Farmers' Market is located on the corner of Janefield Drive and Chancellor Avenue, off Plenty rd in Bundoora.

Melways Ref: 10 B8

Please call Erena on 0409 234 106 if you are having trouble locating the site.

From the Metropolitan Ring Road: Turn onto Plenty rd, and turn right at Janefield Drive. Head for Brand Direct and turn left at the second roundabout into the Stallholders Entry gate.

Map of University Hill:



About us and who is involved

The University Hill Farmers' market is a new community initiative supported by MAB Corporation. The monthly market will be a great opportunity for new residents to connect with farmers and producers from around Victoria.

MAB are partnering with the Bundoora Rotary Club who will be fundraising for local projects. Members of the Bundoora Rotary Club will be assisting with the set up, pack down and overall operation of the market and will be collecting a gold coin donation at the market gate and operating a breakfast bbq within the market.

During 2009, all funds raised at the market, by Rotary will go to Norparrin Centre for Children with Special Needs in Mill Park.

Our market definition:

We have adopted the VFMA definition of a Farmers' Market... "An authentic Farmers Market is a predominantly local fresh food and produce market that operates regularly at a public location which provides a suitable environment for farmers and food producers to sell their farm origin product and their associated value added primary products directly to customers"

What we are all about:

We aim to:

- Promote authentic Victorian produce and Farmers' Markets within the City of Whittlesea.
- Cultivate a strong sense of community throughout the residential development of University Hill
- Support local farmers and other independent producers in developing new business and sustaining ongoing business.
- Support sustainable farming practices.
- Support the local community by offering fundraising opportunities to local community groups.
- Support the local economy and encourage tourism to the City of Whittlesea
- Promote the benefits of fresh food, food ethics and healthy eating

What you won't find at the market: art, craft products, bric-a-brac, skincare soaps or reselling.

What to do when you arrive at the market site:

As you drive into the market site, you will be met at the gate by members of the Bundoora Rotary Club (wearing high visibility vests and market t shirts) who will check your name against the map and walk to you to your allocated site.

To ensure a safe set up and pack up for all, please:

- Follow the directions of Rotary staff
- Drive at walking pace with hazard lights on
- Please be patient!

Market Set up and Pack up.

Set up:

Stallholders can access the site for set up from **6.30am** on market day and all stalls must be set up **8.15am**. Stallholders not set up and ready to sell by 8.15am may be refused entry.

No vehicles may enter or leave the site after 8.15am.

Pack up:

Stall pack up commences at **1.30pm** and all stallholders need to be clear of the site by **2.30pm**.

Stallholders may not drive their vehicles into the market site until 1.30pm.

Market staff will let you know when you can commence your pack up and move your vehicle.

Please do not pack up prior 1.30pm (unless directed by the Farmers' Market Coordinator). If you sell out, talk to customers about your product and business, you never know, you may discover a new wholesale opportunity!

Stall Sites

Stallholders will have approx a 3 x 3 metre space allocated for their stall. Your site will be shown to you on market day by market staff and will take into consideration, power requirements and any special access requirements. You have the option of parking your car behind your stall, or unloading, and parking your car in the stallholder car park – located just behind the market.

We'll try our best to accommodate stallholder site requests but cannot guarantee that all requests will be met. The Farmers' Market Coordinator and market support staff will direct you your allocated site.

Vehicle Access

To ensure the safety of everyone - vehicle access within the market site is strictly limited to walking pace with hazard lights on. Vehicles can enter the site prior between 6.30am - 8.15am and between 1.30pm - 2.30pm only.

Please park in the assigned areas (if you do not require your car at your stall) or park as directed by market staff.

Equipment

You are responsible for your own equipment. It must be safe, in good working order and fit within your designated area.

Please make sure that you have a shelter for your stall - to protect your stock and you! This should be either a marquee or a market umbrella and it must be secure in case of windy conditions. You can either attach weights to the structure or tether it to your vehicle. No pegging is possible as the market is a hard stand area.

Power:

Power is supplied through generators on site and power requirements must be sent to market management prior to the market day. Priority will be given to stalls that require power for food safety and powered stalls will be located in one area. Please let us know if your power requirements have changed as soon as you can.

Stallholders who do not send their power requirements prior to the market in advance may not have access to power on market day.

Public Liability Insurance

All stallholders will need to submit a copy of their Certificate of Currency, outlining the details of their Public Liability Insurance with their stallholder application. Please ensure your insurance is up to date and covers the right items!

Food Safety

All Stallholders must contact the Whittlesea Shire Health Services to see what kind of food safety permit is required for their stall. They can be contacted on 9217 2277, via email at info@whittlesea.vic.gov.au or visit the Civic Centre, 35 Ferres Boulevard, South Morang (8.30am - 5.00pm Monday to Friday, except for public holidays)

Liquor Licensing

Stallholders selling alcohol on market day must have prior approval from the Farmers' Market Coordinator. You must have a valid liquor licence and have it on display at the market.

Stallholders can apply for a liquor licence online www.consumer.vic.gov.au or call 1300 55 81 81

Risk Management & Safety

Everyone wants a safe market, so please ensure that your gear is well installed and not in the path of pedestrians.

Market staff will be monitoring the safety of the market throughout the day and may ask you to move any items that compromise the safety of patrons. Please follow their directions to ensure everyone onsite is safe.

Power safety:

- Please ensure your leads have been tested and tagged with current tags
- All leads must be safely stowed away from public thoroughfares
- Power adapters must be external adapters and suited to all weather conditions.

Weather:

As an all weather market, the University Hill Farmers' Market will continue in all weather conditions except when situations such as high winds, extreme heat or extremely heavy rain make the situation unsafe.

Should the market need to close early, market staff will instruct all stallholders to pack up and bump out as per standard procedure. Early closure of the market is

to be determined by the market coordinator in conjunction with market staff only.

Rubbish

General rubbish and recycle bins will be placed onsite for the public's general use only.

All stallholders should take their rubbish away with them and avoid using these bins to dispose of their stalls rubbish.

Marketing and PR

General marketing (not an exhaustive list!):

- Monthly listings and advertisements in local press such as Whittlesea Leader, Hume Leader, Melbourne Times, The Age and Herald Sun
- Prior to the first market, a letterbox drop of fliers will be sent to 20 000 homes in the local area.
- Banner signage on Plenty Rd and signage within University Hill prior to and during each market.
- Wide distribution of marketing material to local businesses and schools.
- Establishment of a Friends of the University Hill Farmers' Market program
- Fliers listing market dates to be circulated at markets and given to stallholders.
- Distribution of fliers to retailers throughout University Hill and market stallholders.
- Regular updates on the University Hill farmers market website.

Communications with Stallholders

To help keep in touch with all stallholders and public, a monthly enews letter will be sent to subscribers. The newsletter will focus on stallholder profiles, in season produce and upcoming markets. Let us know if you have any milestones, special events or forthcoming products you'd like included in the newsletter. Contact Erena on enorgard@mabcorp.com.au

Site fees and payment

Fee schedule:

Powered site \$77 (Inc GST)

Un powered \$66 (Inc GST)

Payment:

Stallholders will be required to pay for their first and second market at the first market they attend (you may have sent payment with your application, in which case you simply pay for your next market in advance on market day). Subsequent markets will be paid in advance. Payment will be collected at each market and may be made in cash or cheque or by bank transfer.

Bank details:

MAB Corporation Pty Ltd

BSB: 013423

Account: 837219549

If you can't attend the market:

Stallholders who are unable to attend a market, must give the market coordinator at least 24 hours notice. If there is an emergency, please either phone or text the market coordinator (Erena Norgard 0409 234 106) asap to notify management of your absence.

Fees will be transferred to following months if the stallholder is unable to attend the specified month. Refunds will not be issued unless the Market Coordinator has been made aware of exceptional circumstances.

If you fail to show up on market day and do not notify management prior to the market, your fees will be forfeited.

Enquiries and Complaints

Any enquiries or complaints should be directed to Erena Norgard, University Hill Farmers' Market Coordinator either via email enorgard@mabcorp.com.au or 03 8681 2296

Useful telephone numbers

Erena Norgard – Farmers' Market Coordinator 0409 234 106/ 8681 2296

Brand Junction Centre Management – 9467 9165

MAB Corporation Reception – 03 8681 2222

City of Whittlesea Health Safety Department – 9217 2277

Victorian Farmers' Market Association (VFMA) – 9416 2090