

Market Infopack



13 March 2022, 10am–2pm
Bundeena Community Oval



Welcome



Thank you for requesting information about being at stallholder at The Bundeena Maianbar Art of Living Festival. This popular annual festival brings people from the wider Sydney area to one of the most beautiful National Parks in the world.

The festival showcases the artistic, musical, and performance, culture and artisans from the hotbed of talent in the local area. Our event in 2022 will mark a great moment as we will be incorporating our sustainability expo into a weekend packed with art, music, markets, education, food and community spirit.

The Art of Living festival in past years has been known for its Sunday market that coincides with the musical festival.

This year we are excited to announce that the market will be solely focused on artisanal, local, sustainable, handmade articles. If you make, bake, build and you have an ethical focus on creative unique and special items, then this market is for you.





General info

What can I sell?

High quality homewares, clothing, upcycled wares, jewellery, gifts, beauty products, food and hand made items are the focus of this market.

The items MUST be made in Australia and be sold by the maker or designated associate. The stallholders will be carefully chosen based on the mix of products at the market, the uniqueness of the products, the ethics of the maker as a representative of their chosen craft and their sustainability credentials.

Applications will be carefully checked for these criteria. Market officials will be checking stalls throughout the day to ensure that products do not breach this criteria.

Packaging?

In keeping with our sustainability emphasis all packaging must meet sustainability and recyclable criteria. This means absolutely no plastic bags, drinkware, cutlery or packaging is to be used.

Stallholders are responsible for clearing their area, removing and taking their own rubbish at the conclusion of the market.

How much does a stall cost?

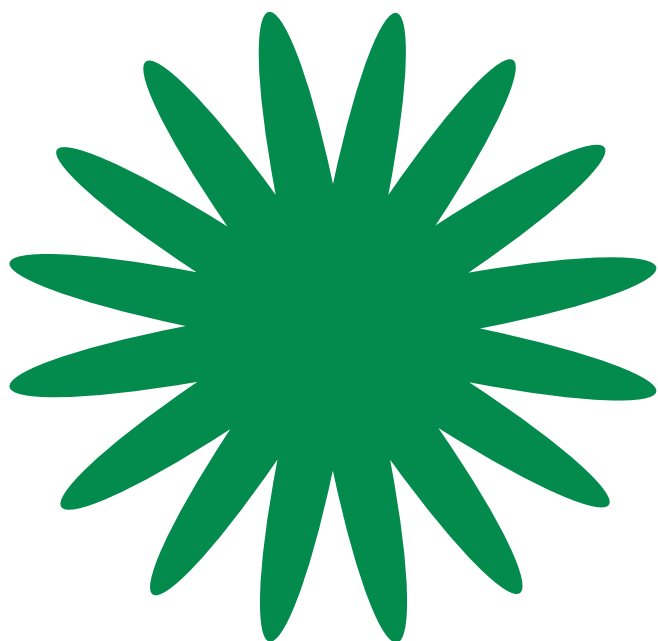
Standard 3x3m stall: \$90

Food vendor stall (unpowered): \$225

Food vendor or other stall (powered): \$250

Bundeena and Maianbar residents receive a \$10 discount on stall fees.

Please note that powered sites are limited.



When do I pay for my stall?

Payment for stalls space is to be made within 7 days of an application acceptance e-mail receipt.

Payment is to be made through Try Bookings. Details will be provided at that time.

When making any payment please put stall name as a reference.

Can I have a bigger stall?

Yes you can but you will need to pay for the extra stall site.

Insurance

All applicants must show a currency certificate for a minimum \$1 million professional indemnity and public liability insurance at the time of application.

What do I need to supply?

A completed application form, a copy of insurance certificate, 3 high resolution images showing the handmade attributes (workshop views, or items in production work well) plus a showcase image that we can use in media to promote your attendance and get people prepared to buy your goods.

Outdoor market tent not more than 3x3m, please ensure adequate anchoring options such as sand bags.

Your own marketing material (Signs, posters etc).

Your own merchandising gear. The more attractive you make your stall space, the more likely people will gravitate to it.

A cash float or electronic payment options.

Will there be an ATM on site?

Please note that phone coverage at the market site can be troublesome. Having cash payment floats would be advisable as a back up.

There will not be an ATM on site but you can direct purchasers the Bundeena Bowling Club which is a short walk from the market area where they can access funds through their ATM.

Covid guidelines

This is an inclusive market event. Please take reasonable precautions to protect yourself and your customers.

This can be done by ensuring easy access to your products to create flow through your items or stall, provide hand sanitiser for patrons as a courtesy for their use and politely manage the number of people and their distance at your stall.

In the event that government regulations change at any time leading up to the event, we will notify you promptly.

Weather

This is an all weather, outdoor market. Please prepare yourself for inclement or windy weather.

In the event that the weather prevents the running of the market we will notify stallholders as soon as practical on the morning of the event if not sooner.

What promotion can I expect?

We will be running social media updates right up until the event. We will be using your images to boost profiles but we would love you to do the same. We will e-mail you a number of pdf. files that you can post on your own sites and we would appreciate it if you could commence your own campaigns.

We will be using traditional advertising like posterage and letter box drops throughout the weeks before the event.

Is there access to power?

There is limited access to power.

Please let us know on your application if you require it and we will do our best to organise it.

Priority will be given to food vendors.

You will need to supply your own power leads etc. Please ensure that they have been tested and cleared and tagged by a qualified electrician. Untagged leads must not be used.

Please note that as a sustainable event there is no provision for power generators.

When do I set up and pack up?

Access to the market venue will be from 7am on the morning of the event.

Market marshalls will be provided to guide you to your market site. You must not enter without an escort.

You and your staff will be required to wear hi-vis safety vests during set up and pack down to make you easily visible to marshalls and other stallholders and protect your safety.

You must unpack your merchandise and remove your car immediately. Car movement can only be done with a Market marshall in attendance.

All vehicles must be off site by 9am. No further entries will be made after this time.

You will be required to keep your stall at the event until 2pm. In the event that you sell out of items, you can place a notice on your stall and pack some items away.

There is no provision for early departure.

At the close of the market you are asked to pack down your kit before retrieving your vehicle.

As the music element of the festival will be continuing, you must wait for a market marshall to escort your vehicle via the notified route to your site. You will be required to quickly load and be escorted off the market venue.

During pack up, you and your staff will be required to wear your safety vests to make you clearly visible.

These measures will ensure your safety and the safety of everyone attending and also keep the feel of the market going until the close.

Other general information

Please remember that this is a multifunctioned festival with many stakeholders and volunteers involved.

Please be polite and timely in your communication and we will endeavor to get you the information you need as soon as possible.

This is the first time we will be focusing the market on sustainable, artisan and handmade. We hope that you will make this launch the best success by promoting your attendance on your social media outlets and to your friends.

We are excited at the prospect of this new chapter in the market part of this event.

We hope you have a great market and look forward to working alongside you on the day.

If you need assistance or advice contact Dani Bennett at stalls@artofliving.com.au or text message 0414 376 447.

Application submission

If you wish to apply for the market please complete the form supplied with this market infopack.

Print, complete, scan and e-mail it to: stalls@artofliving.com.au

Application form

You are making application for a stall space at Bundeena/Maianbar Art of Living Festival. Please provide as much detail as possible, plus images and insurance details to allow us to process your application. You will be notified of the outcomes of your application as soon as possible. Please email applications to stalls@artofliving.com.au If you have any questions we can be contacted on the numbers listed in the market infopack.

First name

Surname

Phone

Mobile

Postal address

Suburb

State

Postcode

Email

Business name

ABN

Are you registered for GST?

Product details Give as much information as possible as this helps us curate the market as best we can.

Specific product marketing information What makes it unique, brilliant etc – to help us market for you.

List other markets you attend

Product Prices Price ranges are OK

Any special merchandising requirements? e.g. Floor space for display, access to power, access to water/kitchen etc