



## Creswick Market

### Stall and Activity Selection Policy

#### Overview

In operation since 2002, Creswick Market is an initiative of Creswick Neighbourhood Centre designed to support the Creswick community by providing economic development opportunities for local producers, by providing an array of fresh, seasonal, and affordable food, as well as creating an enjoyable and valued regular community event.

The Creswick Market has evolved significantly since its beginnings, most recently through changes made in 2014, which increased visitation, the number of stalls, and overall awareness of Creswick Market as a valued destination.

#### Purpose

This policy is intended to guide stall selection and operation to ensure Creswick Market continues to thrive and grow for the benefit of Creswick into the future.

#### Scope

This policy applies to the Creswick Market, and staff and volunteers involved in its management.

#### Policy

Creswick Market stall selection is intended to best meet the health and wellbeing of the Creswick community to improve lifestyle choices, community and economic development, local pride, and tourism for the region.

Creswick Market stall selection is based on responding to community needs and opportunities. The Creswick Market Co-ordinator is responsible for final stall selection in consultation with Creswick Neighbourhood Centre and stakeholders from Creswick community.

#### ***Our stall holder selection is guided by the following factors:***

Stall holder selection is based on the quality, proximity, popularity, and diversity of stalls.

- Providing for Creswick - healthy living alternatives for Creswick community in food, household products, and other day to day items that otherwise may not be available in Creswick. We look for Australian based companies not otherwise available in Creswick.
- Showcasing Creswick and local - Creswick producers and artisans, providing a platform for small businesses within an hour of our town and drawing tourism to our region.
- Environmentally friendly packaging - Preference will be given to vendors serving food and/or selling produce in recyclable and/or biodegradable packaging.

***Working with local businesses:***

Due to the limitations of the site and the intention to support for the whole Creswick community the following conditions relate to local businesses at Creswick Market:

- Creswick Market is unable to supply a stall to a business which has a rented/owned shop front in town (note - this does not include pop-up initiatives or other non-rent arrangements for store fronts. These will be reviewed on a case by case basis).

***Working with local not-for profits, charities, public health and safety information stalls, and fund raising initiatives:***

Due to the community oriented nature of Creswick Market organisations and associations are welcomed at Creswick Market according to the following guidelines:

- Free stall sites are available at Creswick Market for not-for-profit organisations, running alongside the Neighbourhood Centre house. These are allocated on a monthly basis according to applications.
- Not-for-profits wishing to secure a site in the main thoroughfare will be required to follow the same procedures as other stallholders and will be required to pay a 50% site fee and will be subject to suitability and availability.