



# EVENT POLICY AND PROCEDURE HANDBOOK

# CONTENTS

Clause	Page #
<u>BrisStyle Markets :: Policy and Procedures</u>	<b>3</b>
<u>Event Descriptions</u>	
<b>1.</b> <u>Philosophy</u>	<b>3</b>
<b>2.</b> <u>Aims</u>	<b>4</b>
<b>3.</b> <u>Eligibility</u>	<b>4</b>
<b>4.</b> <u>Application Process</u>	<b>4</b>
<b>4.1</b> <u>What happens once I submit an application?</u>	<b>4</b>
<b>4.2</b> <u>Market Application Accepted</u>	<b>5</b>
<b>4.3</b> <u>Equipment Hire</u>	<b>5</b>
<b>4.4</b> <u>Refunds</u>	<b>5</b>
<b>4.5</b> <u>On-selling of sites</u>	<b>6</b>
<b>5.</b> <u>Payments &amp; Cancellations</u>	<b>6</b>
<b>6.</b> <u>What can be sold?</u>	<b>6</b>
<b>6.1</b> <u>Category Specifics Guideline</u>	<b>6</b>
<b>6.2</b> <u>Mature content</u>	<b>9</b>
<b>6.3</b> <u>Prohibited items</u>	<b>10</b>
<b>7.</b> <u>Production Assistants</u>	<b>10</b>
<b>8.</b> <u>Lighting</u>	<b>10</b>
<b>8.1</b> <u>Interior Stall lighting options</u>	<b>11</b>
<b>8.2</b> <u>Exterior/decorative lighting options</u>	<b>11</b>
<b>9.</b> <u>Assurances</u>	<b>11</b>
<b>9.1</b> <u>Occupational Health &amp; Safety</u>	<b>11</b>
<b>9.2</b> <u>Insurances, Registrations and licenses</u>	<b>12</b>
<b>9.3</b> <u>Liability</u>	<b>12</b>
<b>9.4</b> <u>Indemnity</u>	<b>12</b>
<b>9.5</b> <u>Open Flames</u>	<b>13</b>
<b>10.</b> <u>Courteous Behavior</u>	<b>13</b>
<b>11.</b> <u>Promotion</u>	<b>13</b>
<b>11.1</b> <u>Your part in promotion</u>	<b>13</b>
<b>12.</b> <u>BrisStyle Markets</u>	<b>14</b>
<b>12.1</b> <u>Market Layout and Categories</u>	<b>15</b>
<b>12.2</b> <u>Sharing your site</u>	<b>16</b>
<b>12.3</b> <u>Co-Op Sites</u>	<b>16</b>
<b>12.4</b> <u>Stall Presentation</u>	<b>16</b>
<b>12.5</b> <u>Mandatory Equipment</u>	<b>17</b>
<b>12.6</b> <u>Mandatory Reading</u>	<b>17</b>
<b>12.7</b> <u>Traffic Management (bump in and out)</u>	<b>18</b>
<b>12.8</b> <u>Weather</u>	<b>19</b>
<b>12.9</b> <u>Decision to trade</u>	<b>19</b>
<u>Emergency Contact</u>	<b>20</b>

# BRISSTYLE MARKETS POLICY AND PROCEDURES

**Please read this document carefully and completely as it forms part of the Application Process. It contains all that you will need to know about applying and trading at all the BrisStyle Markets (BM's)**

## **BrisStyle Markets (BM's)**

The BrisStyle Markets (BM's) refers to all types of markets and events run on behalf of all eligible Marketeers or organised by BrisStyle Inc.

## **BrisStyle Twilight Market (BTM)**

A night market held in King George Square, which is exclusively for handmade wares and local food stalls, which have been designed and made by the Marketeers

## **Museum Twilight Markets (MTM)**

A night market held at the Workshops Railway Museum, which is exclusively for handmade wares and local food stalls, which have been designed and made by the Marketeers

## **BrisStyle Handmade Markets – State Library of Queensland**

Includes but it's not limited to markets held in the cultural precinct at the State Library of Queensland in Southbank, which is exclusively for handmade creations and food stalls, which have been designed and made by the Marketeers

**Please read thoroughly the specific criteria for each market before submitting your application.**

---

## **1. Philosophy**

The BrisStyle Markets give all eligible Marketeers, whether established or emerging, an opportunity to showcase their creations in a friendly and supportive environment.

We welcome all creators of local handmade to further enrich the award winning BrisStyle Market experience. Whether as a BrisStyle Member\* or External Marketeer, it's a fabulous opportunity to be supported and celebrated by one of the most vibrant creative communities in Australia.

Although there is a dedicated team behind the scenes, it is essentially the combined enthusiasm and networking of all Marketeers that contributes to the overall success of each and every Market.

\*Financial members of BrisStyle **automatically receive site priority** as well as a minimum **20% discount on all stall fees**. Becoming a financial BrisStyle Member connects you with a host of likeminded creatives to support and share your artistic passions.

---

## **2. Aims (All BM's)**

BrisStyle aims to:

- **SUPPORT** our Creative Community
- **CREATE** opportunities for BrisStyle Members

- **PROMOTE** Handmade
- **ACTIVATE** Creativity
- **STRENGTHEN** our Local Community

### 3. Eligibility

- All local handmade creatives are welcome to apply given that they meet the criteria for each market as detailed in this document.
- Please note due to the overwhelming amount of applications, we unfortunately cannot accept every application. Not only do we assess each application according to our selection criteria, but we also need to ensure there is a wide range and balance in the variety of products.
- Financial members of BrisStyle Inc. automatically receive site priority as well as a minimum 20% discount on all stall fees.
- All handmade products must meet the standards outlined in this document.
- Applications must be supported by at least 1 product image per category of all wares you intend to sell at the markets; or
- If you have an online presence or website there will be provision to include the link so we can see examples of the items to be sold at the markets.
- All applications are time marked so to be fair to all Marketeers.

**BrisStyle Inc. reserves the right to refuse any Marketeers application as well as ask for the removal of any stock on the day of trade, if they fail to meet the criteria set out in this document.**

---

### 4. Application process

All eligible Marketeers will be required to submit an application form as per the dates and times outlined in the current Application Calendar.

Financial members of BrisStyle Inc. **automatically receive a discount on all stall fees.**

**Book and Save** – Financial BrisStyle members are entitled to a 'Book and Save Option' for the BrisStyle Twilight Market and BrisStyle Handmade Markets Southbank when booking and committing to all scheduled Markets in one calendar Year. An additional 10% Discount will be added across each market stall fee and payment must be made for all markets when applications are confirmed. Should a stallholder need to cancel their booking at a later date, 6 weeks notice must be given to BrisStyle to entitle the stallholder a full refund. Refunds after this time will not be offered. No overselling of sites is permitted.

#### 4.1 What happens once I submit an application?

Once we have received your application, it will be assessed on a case by case basis by a Selection panel who will evaluate it according to the below criteria:

- All products sold at the BrisStyle Markets, must be handmade locally by the individual Marketeer.
- The Marketeers contribution to each finished product must outweigh the contribution of any commercial component used in the making of that product. Skill of craft, creativity, interpretation and design are examples of member contribution.

- c. Products must be of high quality and meet the relevant safety standards if applicable.
- d. Products must not contain mature content.
- e. 75% of each completed product must be produced locally, by the Marketeer.
- f. Products must be original in design and appearance and reflect the signature style of the Marketeer. No copies or replicas of another person's work or signature style are allowed.

Approval is based solely on the wares submitted at the time of application and does not grant an automatic approval for other items. Marketeers adding new products will need to have their new product range approved prior to each market.

It is the responsibility of the Marketeer to have relevant safety registration, certificates and/or licenses as well as relevant copyright/royalty usage agreements where relevant.

BrisStyle Inc. reserves the right to prohibit anyone from selling at the markets and/or any product from being sold at the markets.

## 4.2 Market application accepted

After all applications have been reviewed, a list of successful and unsuccessful applications will be made.

If your application is successful, you will be sent a confirmation email as per our [Application Calendar](#). Along with this confirmation email, you will receive details on payment fees and other essential information. On the week of the event you will receive further emails containing very important information with details such a stall location, bump-in and bump-out processes and comply with all of the provided information.

## 4.3 Equipment Hire

Depending on the specific market and its operational requirements, various equipment may be available for hire each event such as marquees and weights etc. If available, you will be able to make your request via the online application form for any given market.

No refunds will be issued for equipment hire more than 14 days prior to any actual market date. Should any scheduled BrisStyle market or event be relocated to an undercover area less than 14 days prior to the event date, no refunds will be issued for equipment hire.

## 4.4 Refunds

- a. Please note that all events are finalised at least 14 days prior to each event. No refunds will be issued for site fees and / or equipment hire more than 14 days prior to any actual market date.
- b. If you decide not to trade after the 14-day period or on the day for any **reason no refund will be issued for either site fees or equipment hire.**
- c. If BrisStyle cancels an event for any reason less than 14 days before an event, **no refunds will be issued for site fees or equipment hire.**
- d. Should any scheduled BrisStyle Market or event be relocated to an undercover area less than 14 days prior to the event date, **no refunds will be issued for either site fees or equipment hire.**
- e. BrisStyle Markets will continue to trade in wet weather. However in the event of dangerous weather conditions, **BrisStyle Inc. has the right to cancel the market,**

**no refunds will be issued for site fees or equipment hire.**

#### **4.5 On-selling of Sites**

Stalls cannot be transferred, subtle, franchised or sold to any other person, nor can they be shared without the approval from BrisStyle. If you wish to withdraw your application more than 14 days before the market please email [brisstyleevents@gmail.com](mailto:brisstyleevents@gmail.com)

---

#### **5. Payments & Cancellations (All BM's)**

All market fees must be paid on approval of your application to ensure that your site is secured. Do not make payment prior to receiving an official confirmation email. It is the Marketeer's responsibility to make payment on time. No reminders will be sent and all payment and application deadlines can be found in the [Application Calendar](#) for reference. If payment of your market fee is not received by the due date your site will be forfeited immediately.

Market fees cover all relevant advertising, Group Public Liability Insurance, payment of market staff and all associated set up costs including but not limited to venue hire and cleaning costs.

If you need to cancel your application before approval stage, you may email to [brisstyleevents@gmail.com](mailto:brisstyleevents@gmail.com) to let us know and we will remove your application.

Once a confirmation to participate at BrisStyle Markets is sent, cancellation fees begin to apply.

Any cancellations by stallholders within 2 weeks of the event **WILL NOT HAVE THEIR HIRE FEES REFUNDED.**

Should you choose not to comply with our cancellation terms, applications for future BrisStyle Markets will not be considered.

**If you are unable to pay your market fee by the due date please contact [brisstyleoffice@gmail.com](mailto:brisstyleoffice@gmail.com) as soon as possible before the due date to arrange a payment plan. Please note that this is only offered in special circumstances.**

---

#### **6. WHAT CAN BE SOLD**

##### **6.1 Category Specific Guidelines**

While BrisStyle Inc. encourages all forms of making from component assembly to fine arts, items sold at any of the BrisStyle Markets must reflect your signature style & comply with the standards listed above.

It is the responsibility of the stallholder to ensure they conform to any Australian Standards, ACCC, pertaining to their product. BrisStyle will not be held accountable for any trademark, copyright or safety infringement.

**Following are specific examples and criteria that define standards set by BrisStyle Inc for the BrisStyle Markets:**

**Artwork:** Original artwork must be created by the Marketeer. Artwork not produced by the Marketeer may not be sold. Commercially produced reproductions of the Marketeer's original artworks are permitted in the form of prints, cards, postcards, posters, canvases, fabric and t-shirts etc.

**Badges, Pins, Stickers:** Each item must be produced from the original artwork of the Marketeer. The use of copyright free images is permitted.

**Body/Skin Care Products:** Only body care items handmade by the Marketeer are permitted and must reflect the signature style of the member.

All body care products including shampoo, conditioner, soap, moisturiser, perfume and henna must be created by the member / partnership and comply with the mandatory standard outlined by Product Safety Australia.

Although commercial fragrances may be used to scent products, commercial preparations and bases are not permitted. Products must be clearly labeled listing all ingredients.

**Beadwork:** (see Jewellery)

**Earrings, Necklaces, Bracelets:** (see Jewellery)

**Clothing:** Clothing must be labeled in compliance with the Australian/New Zealand Standard AS/NZS 1957:1998, Textiles – Care Labeling. More information can be found at [Product Safety Australia](#).

Commercial clothing items that are dyed, screen-printed, appliqued, transferred or embellished etc. must be of basic generic design without details other than the basic requirements. i.e. plain t-shirts, singlets, shorts etc. Any artwork applied must be the member/partnerships own original design.

Applique of commercial material or design is allowed so long as the piece embellished to reflect the member/partnerships creative input.

Commercially made or recycled/vintage garments may be used where the item has been substantially altered reflecting the Marketeers creative input.

Screen-printed items must display the Marketeer's original artwork/design and should be either printed by the Marketeer or by a local screen-printing business. Offshore printing is not acceptable.

**Collage:** A collection of images or items displayed by the Marketeer to create a unique piece that is visually new and different to the original images used is acceptable. For more information see **Artwork**.

### **Licensable Food Vendors**

**a.** If you operate a licensable business then you will need to supply copies of your food business license and public liability insurance with your application form.

**b.** If you do not have an appropriate food license and require one by law, then you will need to apply to Council for a Temporary Food Stall License (28-day turnaround).

- c. It is the responsibility of the stallholder to trade in accordance with the Market, State and Local Shire regulations. Food stallholders must be registered with the market's local council.
- d. Food stallholders must be responsible to comply with health and hygiene guidelines outlined by [Queensland Health](#).

**Food Business – Temporary:**

<http://www.lgtoolbox.qld.gov.au/BrisbaneCC/EH/FoodBusinessTemporary/Pages/Overview.aspx>

**The Qld Food Act:** <https://www.legislation.qld.gov.au/LEGISLTN/CURRENT/F/FoodA06.pdf> **Eat**

**Safe Brisbane:** <http://www.lgtoolbox.qld.gov.au/BrisbaneCC/EH/Pages/EatSafeBrisbane.aspx>

**Ipswich Food Licence:** <https://www.ipswich.qld.gov.au/business/laws-and-permits-for-businesses/food-licences>

**Gold Coast Food:** <http://www.goldcoast.qld.gov.au/council/permits-licensing-32008.html>

**Furniture:** All furniture pieces must be handmade by the Marketeer reflecting their creativity and signature style. Furniture pieces must fit within the stall dimensions you are provided with.

**Hats, Scarves, Bags and other Fashion Accessories:** Hats must be created by the Marketeer and have a label which states that they are handmade by the member. If commercially made hats are utilised as part of the design they must be substantially altered or embellished to reflect the Marketeer creative input and signature style. Commercially made hats embellished with one other commercially made item i.e. flower or applique will not be permitted.

Scarves must be created by the Marketeer and have a label which states that they are handmade by the member. If commercially made scarves are utilised in the design, they must be substantially altered or embellished to reflect the Marketeer's creative input and signature style. Commercially made scarves embellished with one other commercially made item i.e. flower or applique will not be permitted.

**Home-wares:** All textile based home-wares i.e. cushions, tablecloths etc. using commercially produced or vintage/preloved fabrics must be handmade by the Marketeer. A local based seamstress/assistant may be utilised for sewing cushions etc. where the Marketeer's own original artwork is the main feature of the design i.e. the Marketeer has had their own fabric printed and made up into a sewn product.

All other home-wares i.e. resin, glass must be handmade by the Marketeer reflecting their creative input and signature style. Candles must be handmade by the member/partnership and comply with the rules set out by [Product Safety Australia](#).

**Jewellery:** Commercial component usage must be secondary to original handcrafted components and/or the Marketeer's creative input and signature style must be reflected.

- **Commercial component assembly permitted:** Any finished jewellery item using commercially made embellishment components i.e. cabochons made into a ring or earring. Jewellery embellishment items include but are not limited to: cabochons, beads, gemstones, repurposed items such as buttons, pencils, knitting needles etc.
- **Commercial component assembly not permitted:** Any finished jewellery item using two commercially made jewellery components that only have one end use i.e. a commercially made pendant, strung on a commercially made chain. To turn this coupling into a permissible product, the member/partnership must add further embellishments that reflect their signature style and assemble the chain themselves.



We encourage all Marketeers to produce their own handmade components where able and to explore all avenues in developing their brand and defining their signature style.

**Beadwork:** Stringing single strands of commercially produced beads together, is permitted based on design and creativity. All pieces must reflect the Marketeer's creative input and signature style.

**Earrings, Necklaces, Bracelets:** Commercial components are permitted if they are incorporated into a handmade item that reflects the Marketeer's creative input where the components are a part of the overall design, not the whole of it.

**Molds (Resin, Soap, Crayons, Ceramics, Candles etc.):** Marketeers may use commercially produced molds of generic shapes i.e. squares, cylinders etc. Commercially produced molds of more complicated design i.e. geometric designs, ornate frames, flowers etc. are permitted if they are incorporated into a handmade item that reflects the Marketeer's creative input and signature style.

Finished items made using molds handmade by the Marketeer using man-made items must reflect the Marketeer's creative input and signature style.

**Pottery/Ceramics/Glassware/Resin-work:** all pieces must be the original artwork of the Marketeer.

**Services:** Services may not be sold at the markets without prior arrangement. BrisStyle may invite Marketeers to offer a craft related service at their stall either in the form of free demonstrations, make and take workshops or paid services such as henna art etc.

**Soap: (see Body Care Products)**

**Soft Toys, Softies:** All soft toys, softies must be handmade by the Marketeer. All items must meet the Safety Standards as set out by [Product Safety Australia](#).

**Text only Craft Items:** Text only items eg. The Marketeer using a craft technique i.e. printed by the Marketeer etc must produce Quotes etc.. Each item must reflect the Marketeer's creative input and signature style.

**Only products listed and approved by BrisStyle on the current application may be sold. If you wish to add new items to your stall you must let us know and send a photo of the new items for BrisStyle to approve.**

## **6.2 Mature Content**

The BrisStyle Markets aim to maintain a marketplace appropriate for a wide demographic including all age groups therefore the use of mature content must comply with the following policies. Mature content is defined as visual depiction of male or female genitalia, sexual activity or content, profane and/or offensive language or graphic violence.

**a.** Mature content, profane and/or offensive language or images are not allowed in your trading name, banner, or products and anywhere else in your market stall.

## **6.3 Prohibited items**

Each BrisStyle Market seller warrants that his or her use of their market site complies with all applicable laws. Beyond the legal issues, Marketeers are responsible for making important moral or ethical decisions regarding what they sell at the BrisStyle Markets.

Some items are inappropriate for the BrisStyle marketplace, even though they may otherwise meet the general selling criteria. You may not sell the following types of items at any of the BrisStyle Markets:

- No Fair Trade items can be sold at BrisStyle Markets. If you do not produce your own designs please explain the process on your application form
- You cannot sell another person's items
- Alcohol
- Tobacco
- Drugs, drug-like substances, synthetic drugs, drug paraphernalia
- Live animals, illegal animal products
- Pornography
- Firearms and/or weapons
- Recalled items
- Real estate
- Motor vehicles (automobiles, motorcycles, boats, etc.)
- Items that promote or glorify hatred, racial, religious intolerance
- Items that instruct others to engage in illegal activity

## **7. Production Assistants**

Production assistance for certain intermediary tasks in some crafts may be acceptable. The following policies govern use of production assistance in the creation of handmade items:

- a. An assistant, under the direct supervision of the seller, may: assist with a portion of the creation process, list items in a shop, ship items, communicate with buyers, accounting or other record keeping.
- b. A third-party vendor may be used for intermediary tasks in some crafts. Acceptable examples include, but are not limited to: printing the seller's original artwork, metal casting from the seller's original mold, or kiln firing the seller's handcrafted ceramic work.
- c. An assistant or third party vendor's involvement may not comprise of 50% or more toward a handmade item's creation. If it does they will be recognised as a co-contributor and both parties must be financial members of BrisStyle Inc. for those items to be sold at the markets.

---

## **8. Lighting (for the BTM and special outdoor night time events only)**

All Marketeers must supply sufficient battery powered lighting throughout their stalls to ensure the safety of all customers as well as themselves. Please find several tried and tested lighting options below:

## 8.1 Interior stall lighting options

**Battery Operated LED lights:** The preferred lighting used by regular marketeers is LED Strip lighting. These easy to install LED's give a superb "bright as day" feel, which illuminates the whole interior of your marquee - giving you security while showcasing your wares. The marketeers currently using these lights have seen an increase in sales as it has enhanced the shopping experience for their customers.

All good camping and hardware stores sell a variety of smaller LED lights from approx. \$10 ea. Marketeers recommend that if investing in these lights that they are least 600 - 800 Lumens. These are effective for spotlighting your displays as many have magnets and hooks attached to suspend them directly above your work. A great compliment to the LED Strip lighting to further showcase your wares.

BrisStyle recommends lighting by [Springers](#).

**REMEMBER: It is MANDATORY that you supply ample lighting throughout your Marquee to ensure the safety of both your customers and yourselves. Having your stalls well lit is also important for the overall security of your wares and valuables as well. Please ensure that any lights that are hung or suspended throughout your marquee are all lights are securely attached at all times.**

## 8.2 Exterior\decorative lighting options

Whilst the following suggestions will not give off a lot of light they can add to the overall look and ambience of your stall:

**Battery Operated Fairy Lights and Battery Operated Lanterns:** Both of the above decorative lighting options can be found online and as Battery Operated Fairy Lights are becoming more mainstream they are available in most department and variety stores for as little as \$5.

**NB: Any electric lights that are attached to battery packs etc. must have all been 'tagged and tested' by a licensed operator before being able to be used on site. The BrisStyle committee reserves the right to ask you to remove any items that do not comply with all the safety standards.**

---

## 9. Assurances (All BM's)

### 9.1 Occupational Health and Safety

We are committed to achieving the highest possible standards of Occupational Health and Safety. Therefore you must at all times ensure that:

- a. You act with the highest regard for the safety of all persons, all property, and the general public and with the utmost regard for each market venue.
- b. Ensure your entire stall stays within your allocated site boundaries.
- c. Ensure that all equipment used on, at or for your site is safe and secure at all times.
- d. That your stall is kept clear of rubbish and must be left tidy at the end of each market.

- e. e. Ensure that any electrical equipment used at any of the BM's must have current certification and is cleared by the market management prior to use. The market team will then physically check your tags and connections on the day. Please ensure that any of your leads or power boards are secured and safe within the boundaries of your stall and do not cause a hazard to yourself, fellow Marketeers or the public in any way.
- f. Ensure that no open flame is lit within any of the market venues or under Marketeer's marquees.
- g. Ensure that all Queensland State Government regulations governing No Smoking are adhered to regarding outdoor public places where people gather as groups, and particularly where children are present, and food is served.
- h. No pets allowed. Due to council regulations, Marketeers may not bring pets of any kind to any of the BrisStyle Markets, with the exception of Guide or Assistance animals.

## **9.2 Insurances, Registrations, and Licenses**

The BrisStyle Markets provide general Public Liability Insurance (PLI) for all Marketeers, however all Marketeers are to ensure that they obtain their own specific Public Liability Insurance and that their goods, services and business practices comply with all relevant safety, product and trade legislations.

## **9.3 Liability**

- a. If you assign any other person other than yourself to manage and operate your stall on your behalf (an assignee) you must ensure that that they are aware of all the BM's Policies and Procedures as outlined in this document as well as any other circulars relating to the running of the market.
- b. Having an assignee take your place on market day does not excuse you from any liability or obligation. You will remain liable for any acts and omissions of your assignee as if they were your acts or omissions.
- c. Upon assigning a replacement to take over your stall - You must either lodge your assignees full name and telephone number at the time of application or email their details through to [brisstylevents@gmail.com](mailto:brisstylevents@gmail.com) at least 24hrs before the event. In the instance that there is a last minute change please contact the Market organiser/emergency contact directly via phone.

## **9.4 Indemnity**

If you enter any of the BrisStyle Market venues you do so at your own risk. You must extend this to any assignees, and they are to be aware that they enter the venues at their own risk. Each Marketeer must agree to indemnify BrisStyle Inc. and all the BrisStyle Market venues against any claim in respect of the following:

- a. Personal injury or death.
- b. Loss or damage/destruction to or loss of use of all property real or personal.
- c. Any other liability, loss or damage in respect of breach of agreement or professional negligence.
- d. BrisStyle Inc. and all the BrisStyle Market venues accept no liability for any damages or costs whatsoever arising, either directly or indirectly from products sold by Marketeers.

## 9.5 Open Flames

The lighting of any flame whether it is for candles or incense etc. is strictly prohibited:

- a.) Inside any of the market venues
  - b.) Directly under marquees at any of the market venues.
- 

## 10. Courteous Behaviour (All BM's)

The BrisStyle Markets have been built on a reputation of warm and friendly courteous behaviour, therefore please employ care honesty and respect with all stakeholders whilst trading at any of the BrisStyle Markets. Any stallholder found confronting another stallholder for any reason will not be invited back.

## 11. Promotion (All BM's)

The success of our past BrisStyle Markets has come through the enthusiasm generated by various forms of promotions:

- a. FOR BTM'S: The Brisbane City Council's LIVE Guide, website, inner city signage, BCC sponsored flags at the entrance to each venue.
- b. BrisStyle is committed to promoting you on social media and has a significant following. The BrisStyle Facebook page, Instagram account, blog, website and e-Newsletter emailed to our growing database (combined 29,586+ followers as at 29/01/19).
- c. Social Media features are chosen as the discretion of our team. Ensure your website and social media channels are updated with your latest and best quality images.
- d. Online listings on tourist and event websites
- e. Press releases/editorials to Brisbane based magazines and newspapers
- f. Flyer drop in the local area for the Museum Twilight Markets

### 11.1 Your part in the Promotion

The BrisStyle Markets greatest source of promotion is the combined efforts of all Marketeers . Here's how you can start contributing straight away:

- a. Use all your social media outlets to let your fans know about your preparation leading up to the markets:
  - i. Include new products to be launched along with old favourites.
  - ii. If it's your first market you may consider sharing pictures of your market stall prep and design /layout.
  - iii. What kind of stall you'll be in and where it will be (i.e. on the Grand Ramp etc)
- b. Install the relevant market buttons on your blog with a direct link to the event pages on the BrisStyle website.
- c. Email your own databases to let them know of your participation – dates and where to find you etc.
- d. You are required to provide BrisStyle with at least one product shot that represents your brand. BrisStyle may use any images you provide in promotional material.
- e. Promote the markets through your favourite social networking sites such as Facebook, Instagram and Twitter etc. Your social media activity will be monitored while the market is being promoted.

## 12. BrisStyle Markets

### BRISSTYLE TWILIGHT MARKETS

<b>Where:</b>	King George Square, Brisbane City
<b>When:</b>	Friday nights as advised by the current <a href="#">Application Calendar</a>
<b>Bump in:*</b>	12pm-3.30pm
<b>Trading time:</b>	4pm-9pm
<b>Bump out:*</b>	9pm-11pm
<b>Equipment Needed:</b>	Marquee, table(s), chair(s), appropriate lighting, weights
<b>Marquees may be available for hire:</b>	Members price: \$70 (Inc GST) 3x3m Marquees including weights External (non-members) price \$80 (Inc. GST) 3x3m Marquees including weights

<b>Available Sites:</b>	<b>BrisStyle Inc. Member</b>	<b>External Marketeer</b>
<b>3x3m Site:</b>	\$135 (Inc GST)	\$160 (Inc GST)
<b>Co-op Site:</b>	\$75 (Inc GST)	\$90 (Inc GST)
<b>3mx3m Food:</b>	n/a	\$199 (Inc GST)
<b>Food truck/van</b>	n/a	\$240 (Inc GST)

### MUSEUM TWILIGHT MARKETS

<b>Where:</b>	The Workshops Railway Museum, Ipswich
<b>When:</b>	Friday nights as advised by the current <a href="#">Application Calendar</a>
<b>Bump in:*</b>	1pm-4pm
<b>Trading time:</b>	5pm-9pm
<b>Bump out:*</b>	9pm-10pm
<b>Equipment Needed:</b>	Marquee, table(s), chair(s), appropriate lighting, weights
<b>Marquees may be available for hire:</b>	Members price: \$70 (Inc GST) 3x3m Marquees including weights External (non-members) price \$80 (Inc. GST) 3x3m Marquees including weights

<b>Available Sites:</b>	<b>BrisStyle Inc. Member</b>	<b>External Marketeer</b>
<b>3x3m Site:</b>	\$120 (Inc GST)	\$144 (Inc GST)
<b>Undercover</b>	\$70 (Inc GST)	\$84 (Inc GST)
<b>3mx3m Food:</b>	n/a	\$180 (Inc GST)
<b>Food truck/van</b>	n/a	\$220 (Inc GST)

## SOUTHBANK MARKETS

<b>Where:</b>	State Library of Queensland
<b>When:</b>	Saturday daytime as advised by the current <a href="#">Application Calendar</a>
<b>Bump in:*</b>	6am-8am
<b>Trading time:</b>	9am-3pm
<b>Bump out:*</b>	3pm-5pm
<b>Equipment Needed:</b>	Marquee, table(s), chair(s), appropriate lighting, weights
<b>Marquees may be available for hire:</b>	Members price: \$70 (Inc GST) 3x3m Marquees including weights External (non-members) price \$80 (Inc. GST) 3x3m Marquees including sandbags

<b>Available Sites:</b>	<b>BrisStyle Inc. Member</b>	<b>External Marketeer</b>
<b>3x3m Site:</b>	\$135 (Inc GST)	\$160 (Inc GST)
<b>2.5.2m Site:</b>	\$120 (Inc GST)	\$145 (Inc GST)
<b>3mx3m Food:</b>	n/a	\$199 (Inc GST)
<b>Food truck/van</b>	n/a	\$240 (Inc GST)

**\*Allocated time slots are given to those accessing the site via vehicle**

### 12.1 Market Layout and Categories

- The markets are mapped out with particular categories in particular positions. Therefore you will be slotted into a site that fits your category for each market. Only as a last resort will two of the same categories be placed side by side.
- Only Book & Save applicants may select their site. All other sites will be randomly allocated at the discretion of the BrisStyle team.

**The BrisStyle Market Crew and Committee Members hold key site positions throughout the markets to assist in the running of the markets during the day/ night. Please understand that these sites will be unavailable for allocation.**

#### **You will need to supply:**

- Floor length table cover/tablecloth so that nothing stored under your tables is visible **OR** your goods are adequately packed away so as nothing unsightly can be seen
- Your own marquee, **15kg x 4 weights**, tables, chairs, and display equipment
- Food Trucks and Sites must supply their own power generator and take their rubbish with them once the market has finalized
- The minimum standard you should have on your stall is a large amount of stock, a banner or signage and business cards. Your branding must be on display so that shoppers can see who you are.

## 12.2 Sharing Your Site

You may share your space with one other Marketeer only and ensure that your displays complement one another and be of the highest standards. You will both need to apply separately. No shared sites will be permitted after applications close.

**Please note that the size of these sites may change depending on the event requirements.**

## 12.3 Co-op Sites (ONLY BTM)

The Co-op provides an entry to the market experience and is also a promotional exercise for your business. It gives all Marketeers the opportunity to meet and interact with their fellow Marketeers in a nurturing environment. The Co-op is perfect for those just starting out as a marketeer as well as those who wish to promote their businesses on a smaller scale.

- a. BrisStyle Members: \$70 (Inc GST)
- b. External Marketeers: \$84 (Inc GST)
- c. Each Marketeer will have half of one trestle table (approximately 90x75cm) to display stock.
- d. Policies and procedures outlined in this document apply to all Co-op Marketeers.
- e. Tables, chairs, lighting and marquees will be provided at no extra cost.

## 12.4 Stall Presentation

Please ensure your floor length tablecloth/cover is sufficient to hide any items stowed beneath/behind your table, OR your set-up is so that nothing unsightly can be seen.

- a. Be as creative as you can in bringing your handmade wares to life while you adhere to all the relevant occupational health and safety requirements outlined in this document as well as achieving a high level of presentation to your overall display.
- b. Stallholders must confine their display to their allocated space. Signs and displays must be within this area,
- c. All items sold at the markets need to be of the highest handmade quality and reflect the signature style of each Marketeer.
- d. Stallholders are responsible for leaving their site and surrounding area clean and tidy. Boxes and cartons must be removed from market area. Please do not use market bins, these are just enough for general rubbish from attendees.
- e. **FOOD STALLHOLDERS** using gas or electrical appliances must have a suitable fire extinguisher or fire blanket on site. Electrical leads must be tagged by a qualified tester every 3 months. This is your responsibility to maintain and will be monitored.

The following need to be adhered to:

- f. Your stall may not resemble a discount store.
- g. No large price-point signs are permitted.
- h. All price-point signage needs to be subtle and not dominate your stall.
- i. Your overall product display must be thoughtfully and artfully put together.
- j. Having discounted bulk items placed into receptacles on your table will not be permitted.
- k. Raffle tickets may not be sold. Only approved flyers may be displayed on stalls. Please as and we will assess on a case-by-case basis.



**The BrisStyle Inc. Committee reserves the right to refuse the application of any member found to be repetitively setting up their stalls at any BrisStyle Market in a way which does not fit within the stall presentation standards as outlined in this document.**

**The BrisStyle Inc. Committee also reserves the right to ask you to remove any display items, which contravene this document.**

## **12.5 Mandatory Equipment**

(Please familiarise yourself with the **Risk Assessment** that covers these areas in more detail).

**Lighting:** You **must** supply sufficient battery powered lighting to light your stall so as to not endanger yourself or our customers whilst navigating through your stall space.

**Gazebo/Marquee:** you **must** supply a weatherproof marquee that is firmly secured (especially roofing) which will fit into the size of your site and no larger. Please note that due to OH&S requirements umbrellas are not be permitted.

**BTM Only:** All marquees are now required to have all weather padding between the marquee feet and the surface of KGS. This can be as simple as four pieces of rubber, vinyl or carpet.

**Weather Protection:** you **must** supply adequate weather protection for yourself during set up as well as whilst trading. Walls and tarps/plastic covers are highly recommended in wet weather conditions and **must** be secured when in place.

**Sandbags / Weights:** you **must** supply **4 x 15kg high quality weights** and they must be securely fitted to every leg of your marquee. Secure Displays: you **must** also supply weights for all freestanding display items including racks and ensure that they are secured and weighted. Please also note that there is no water access in King George Square, so it is recommended if you are using water weights you bring them pre-filled.

**Market umbrellas will not be permitted at any market for safety and security reasons.**

**All outdoor Marketeers must ensure that their marquees, displays, wares and all wet weather protection are installed properly and secured appropriately.**

**The BrisStyle Market team will do a spot check at the beginning of each market to ensure that all safety requirements have been met. If any marketeer fails to meet the mandatory safety standards as outlined in this document they may be refused to trade until the problem is rectified.**

## **12.6 Mandatory Reading - BTM Risk Assessment Document AND/OR [Museum Twilight Markets Risk Assessment](#).**

Each Marketeer must read and understand these documents as it contains mandatory actions required by the Brisbane City Council and the Workshops Railway Museum to mitigate risk in normal and non-normal conditions and situations. The information in this document refers directly to the internal BTM specific Emergency Management and Weather Plans.

**Should you encounter any non-normal situation detailed in this document, please contact the Market Manager immediately.**

## **12.7 Traffic Management (Bump In/Out Procedures)**

King George Square Car park **height restrictions are 1.9m**. If your vehicle exceeds this restriction there is alternative parking in Albert Street.

### **Traffic Management**

The Brisbane City Council, State Library of Queensland and the Workshops Railway Museum require BrisStyle to have a succinct Traffic Control plan in place for all Marketeers who need to bring their cars into the venue.

#### **All cars entering the site will be marked off the Vehicle Management Plan**

- If you require access to the site for either bump in /out then you will need to lodge your car details as part of the application process.
- If you are not sure which car you will be bringing there will be provision to list more than one car.
- The Traffic Controllers will tick off each car upon entry.
- If a car arrives that is not on the plan, they **will not be permitted entry**. Please contact the BrisStyle Market Manager directly should this occur.
- For BTM's, City Malls may also **fine** any car not authorized to enter the driveway.
- All vehicles **must** adhere to their 15min drop off and pick up slots, which will be determined by site location.

#### **For BTM's - Increased traffic on KGS driveway**

KGS is a major city thoroughfare with up from 15 – 25,000 people passing through it each day. City Hall also sees a high amount of foot and vehicle traffic via this driveway. Please ensure you turn on your hazard lights when entering the driveway, keep your speed no faster than 10km p/hr and be aware of your surroundings at all times.

**Lift Etiquette:** There may be up to 100 people needing to use the lift during set up and pack down. Please be considerate of your fellow Marketeers and communicate with each other any challenges you may be having. Consider using the square to drive in and unload instead of using the lifts.

**For MTM –** The museum is still open to the public during bump-in and crowds may be walking throughout the venue. Please ensure you turn on your hazard lights when entering the driveway, keep your speed no faster than 10km p/hr and be aware of your surroundings at all times.

### **Safety First**

Safety is our #1 priority and we will always work with the onsite teams to ensure that this is met for all parties involved.

### **Patience**

Sometimes for reasons beyond our control, procedures may be different to what we have communicated to the Marketeers prior to each event. If this is the case, we ask that you exercise patience and understand that we are working together to achieve the safest outcome for all involved.

### **Bump In Times (slot times)**

As mentioned above, each section will have a specific slot time which you will need to adhere to. There will be a full hour from the last slot time to market start to ensure that even the slowest of set ups are ready to trade by the start time.

### **Bump Out Times**

Bump out times will be staggered. Those taking longer to pack down should prepare to only bring their cars in closer to 10pm so they are able to leave their cars parked for a little longer e.g.

### **These procedures may change closer to each event date.**

For the BTM: Unless otherwise instructed by Epicure, the KGS Management team, Traffic Controllers or BrisStyle Market Crew:

- All cars will be directed to the available drop off spots on the day.
- Be prepared that if there is heavy external traffic on the driveway we will have to work in with and take direction from Epicure. This may mean that bump in is slowed down and certain sites may need to wait to set up their stalls.
- Trading may begin as soon as you are set up
- **KGS is a drop off zone only and fines may be incurred if your car is left parked for more than your 15min slot time.**
- Do not park in the drop-off zone and start setting up your stall, as there are a lot of cars coming through one after the other.
- If unloading your car requires extra time then please notify the Traffic Controllers immediately.
- For OH&S purposes, please **do not arrive prior to your allocated time as access to the square** as there are still crucial operations happening on the square before that time.

### **12.8 Weather**

This policy has been devised to ensure the health and safety of all Marketeers, whether situated in the open or undercover. With this in mind, as well as BrisStyle Inc. being a community and not a business; some compromises may need to be made to accommodate everyone in the case of inclement weather.

### **12.9 Decision to Trade**

- a. Each Marketeer has the right to choose whether or not to trade on the day. No refund of site fees or equipment will be issued (see s. 4.2 Refunds)
- b. BrisStyle Inc. and the management of each venue accept no liability for any damages or costs whatsoever arising, either directly or indirectly from damage or loss incurred due to inclement weather.

**If you decide not to trade the day of the market please send a text to either Belinda on 0403 200 660 or Diana on 0410 401 925**

**The Brisbane City Council reserves the right to cancel the BTM event depending on the extent of any inclement weather forecast. If this takes place no refunds will be issued.**

Thanks for reading all the way to the bottom. We realize there is a lot of information here but most of it is just common sense, bring a little of that and you'll be cool.

Emergency contact:

[brisstyleevents@gmail.com](mailto:brisstyleevents@gmail.com)

**0403 200 660 – Belinda Harris**

**0410 401 925 – Diana Bridge**