

Market Policy & Procedures

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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 and events.

BrisStyle Markets

The BrisStyle Markets refers to all types of markets run on behalf of all eligible stallholders including events such as the Destash Market and external events such as Green Heart Fairs.

The Handmade Markets - Whale Mall (WM)

A Market that we host in the QLD museum whale mall, it's an indoor market with handmade stalls and no food vendors.

BrisStyle Twilight Market (BTM)

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

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

1. Philosophy

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

We welcome all creators of locally handmade products to further enrich the award-winning BrisStyle Market experience. Whether as a BrisStyle Member* or External stallholders, 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 stallholders that contributes to the overall success of each and every Market.

*Financial members of BrisStyle automatically receive site priority as well as discounted rates on all stall fees. Becoming a financial BrisStyle Member connects you with a host of like-minded creatives to support and share your artistic passions.

2. Aims (All BM's)

BrisStyle and all BrisStyle events aim to: Support the creative community of makers, artists, and crafters. Activate creativity in our community and create opportunities for all. Strengthen the creative community by connection and promotion.

3. Eligibility

All creatives that hand make their products locally are welcome to apply given that they meet the criteria for each market as detailed in this document.

3.1 Locality

To be eligible for BrisStyle Markets the stallholder must be residing locally and their stock must be designed and produced locally.

BrisStyle defines local as the entire state of Queensland & Northern New South Wales, as far down as the northern rivers. New South Wales Postcodes range from 2460 - 2486.

BrisStyle Inc. reserves the right to refuse any stallholder's 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. What Can Be Sold

Only handmade locally produced items made by the stallholder can be sold at the BrisStyle Markets.

The following standards apply:

- a. All products sold at BrisStyle markets must be handmade locally by the individual stallholder.
 - a. The stallholder's contribution to each finished product must outweigh the contribution of any commercial component used in the making of that product. The skill of craft, creativity, interpretation and design are examples of member contribution.
 - b. 75% of each completed product must be produced locally, by the stallholder.
- b. Products must be of high quality and meet the relevant safety standards if applicable.
- c. Products must not contain mature content.
- d. Products must be original in design and appearance and reflect the signature style of the stallholder. 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 automatic approval for other items. Stallholders adding new products will need to have their new product range approved before each market.

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

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

5.1 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.

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

Artwork

Original artwork must be created by the stallholder. Artwork not produced by the stallholder may not be sold. Commercially produced reproductions of the stallholder's original artworks are permitted in the form of prints, cards, postcards, posters, canvases, fabric and t-shirts as long as items have been printed locally.

Badges, Pins, Stickers

Each item must be produced from the original artwork of the stallholder and if commercially produced, done so locally. The use of copyright-free images is permitted.

Body/Skin Care Products

Only body care items handmade by the stallholder are permitted and must reflect the signature style of the member and comply with the <u>mandatory standard</u> 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 labelled <u>listing all ingredients</u>.

Beadwork (see Jewellery)

Earrings, Necklaces, Bracelets (see Jewellery)

Clothing

Clothing must be labelled in compliance with the Australian/New Zealand Standard AS/NZS 1957:1998, Textiles - Care Labelling. More information can be found at <u>Product Safety</u> <u>Australia</u>.

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 stallholder's original design. Applique of commercial material or design is allowed so long as the piece is embellished to reflect the member/partnership's creative input.

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

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

Collage

A collection of images or items displayed by the stallholder 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 licence and public liability insurance with your application form.b. If you do not have an appropriate food licence and require one by law, then you will need to apply to the Council for a Temporary Food Stall Licence (28-day turnaround).

Furniture

All furniture pieces must be handmade by the stallholder 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 stallholder and have a label that states that they are handmade by the member. If commercially made hats are utilised as a part of the design they must be substantially altered or embellished to reflect the stallholder's 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 stallholder and have a label that states 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 stallholder'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 stallholder. A local-based seamstress/assistant may be utilised for sewing cushions etc. where the marketer's original artwork is the main feature of the design i.e. the stallholder has had their own fabric printed and made up into a sewn product.

All other home-wares i.e. resin, and glass must be handmade by the stallholder reflecting their creative input and signature style.

Candles must be handmade by the stallholder and comply with the rules set out by <u>ProductSafety Australia</u>.

Jewellery

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

- Commercial component assembly permitted: 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, and repurposed items such as buttons, pencils, knitting needles etc.
- Commercial component assembly not permitted: 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 stallholders to produce their handmade components 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 stallholder's creative input and signature style.

Moulds (Resin, Soap, Crayons, Ceramics, Candles etc.)

Stallholders may use commercially produced moulds of generic shapes i.e. squares, cylinders etc. Commercially produced moulds 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 stallholder's creative input and signature style.

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

Pottery/Ceramics/Glassware/Resin-work

All pieces must be the original artwork of the stallholder.

Services

Services may not be sold at the markets without prior arrangement. BrisStyle may invite stallholders 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 stallholder. All items must meet the Safety Standards as set out by <u>Product Safety Australia</u>.

Text-only Craft Items

Text-only items eg. Quotes etc. must be produced by the stallholder using a craft technique i.e. printed by the stallholder etc. Each item must reflect the stallholder's creative input and signature style.

5. Applications

- All eligible stallholders will be required to submit an application form as per the dates and times outlined in the current Application Calendar.
- All the standards outlined in <u>Section 4</u> What can be sold section of this document must be met
- Acceptance to one market does not guarantee acceptance to another market in the future
- This process is selective and if unsuccessful applicants will be encouraged to request feedback.
- Financial members of BrisStyle Inc. automatically receive site priority as well as a discounted rate on all stall fees.
- All handmade products must meet the standards outlined in this document.
- If applicants have an online presence or website applicants must include the link so we can see examples of the items to be sold at the markets.
- All applications are time-marked to be fair to all stallholders
- All applicants must have their own Public Liability Insurance cover to a minimum of 10 million dollars and must provide BrisStyle a valid copy of the Certificate of Currency. Without this being provided stall holders will not be permitted to trade at the event.

6. Payments (All BM's)

All market fees must be paid upon approval of the application within the allocated window, to ensure that your site is secured. Do not make payment before receiving an official confirmation email. It is the marketer's responsibility to make payment on time. No reminders will be sent and all payment and application deadlines can be found in the <u>Application Calendar</u> 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, Event 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 are unable to pay your market fee by the due date please contact <u>office@brisstyle.com.au</u> as soon as possible before the due date to arrange a payment plan. Please note that this is only offered in special circumstances.

6.1 If we cancel

Please note that all markets are finalised at least 14 days before each event. Should BrisStyle cancel any markets within a 7-day window due to any reason that is not in reasonable control of the BrisStyle organisers such as; emergency, danger, weather conditions, thunderstorms, severe wind, heatwaves, safety, health concerns (this includes COVID-19).

- a. No refunds will be offered to non-BrisStyle Members.
- b. If you are a BrisStyle Financial Member we do offer 50% of the stall fee to be credited towards another market at the same location within a 3-month period.
- c. Equipment hire fees will not be refunded.
- d. Should any scheduled outdoor BrisStyle Market or event be relocated to an undercover area less than 14 days before the market date, no refunds will be issued for either site fees or equipment hire

6.2 If you cancel

- a. Please note that all markets are finalised at least 14 days before each event. No refunds will be issued for site fees and/or equipment hire more than 14 days before any actual market date, if you are unable to attend.
- b. Should you wish to cancel your site and want a refund more than 14 days prior to a market, please email <u>events@brisstyle.com.au</u> to organise.
- c. If you decide not to or are unable 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.
- d. Should any scheduled outdoor BrisStyle Market or event be relocated to an undercover area less than 14 days prior to the market date, no refunds will be issued for either site fees or equipment hire

6.3 Equipment Hire

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

As outlined above, no refunds will be issued for equipment hire more than 14 days prior to any actual market date. Should any scheduled outdoor 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.

6.4 Booking Termination

BrisStyle reserves the right to terminate a booking without refund should a stallholder:

- a. Not comply with the Policies and Procedures outlined in this document
- b. Commit a criminal act at the market
- c. Fail to attend and set up in a reasonable time before trading hours
- d. Fail to behave in a manner that complies with market etiquette
- e. Be found to have submitted misleading applications and items for sale are not quality, pre-approved or handmade locally
- f. Any other disorderly conduct as determined by BrisStyle

7. 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 a visual depiction of male or female genitalia, sexual activity or content, profane and/or offensive language or graphic violence.

Any Products containing mature content can only be sold at your stall as long as you adhere to one of the below:

- 1. On request from shopper
- 2. Behind a 'partition' with a content warning sign

8. Prohibited items

Each BrisStyle stallholder warrants that their use of their market site complies with all applicable laws. Beyond the legal issues, stallholders 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:

- 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 or religious intolerance
- Items that instruct others to engage in illegal activity

9. Production Assistants

Production assistance for certain intermediary tasks in some crafts may be acceptable. The following policies govern the 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 mould, or kiln firing the seller's handcrafted ceramic work.
- c. An assistant or third-party vendor's involvement may not comprise 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.
- d. The Assistant or third-party vendor must be located locally

10. Lighting

(for the BTM and special outdoor nighttime markets only)

All stallholders 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:

10.1 Interior stall lighting options

Battery Operated LED lights: The preferred lighting used by regular stallholders Arlec Rechargeable Work Lights. These easy-to-install lights give a superb "bright as day" feel, which illuminates the whole interior of your marquee - giving you security while showcasing your wares. The stallholders 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, stallholders recommend that if investing in these lights they are at 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.

REMEMBER: It is MANDATORY for night markets 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 securely attached at all times.

10.2 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 departments 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.

11. Assurances

11.1 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. Ensure that any electrical equipment used at any of the markets must have current certification and is cleared by BrisStyle before 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 stallholders or the public in any way
- f. Ensure that no open flame is lit within any of the market venues or under stallholders' 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. As a stallholder only service animals are allowed to be with you at your stall

11.2 Insurances, Registrations, and Licences

BrisStyle provides Event Public Liability Insurance (PLI) for all BrisStyle organised events, however, all stallholders must obtain their own specific Public Liability Insurance to a minimum value of 10 million dollars in cover and that their goods, services and business practises complying with all relevant safety, product and trade legislations. All accepted stall holders must provide BrisStyle with a valid copy of the Certificate of Currency. Without this being provided stall holders will not be permitted to trade at the event.

11.3 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 they are aware of all the BrisStyle 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 the 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 assignee's full name and telephone number at the time of application or email their details to events@brisstyle.com.au at least 24hrs before the market. In the instance that there is a last-minute change please contact the market organiser/emergency contact directly via phone.

11.4 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 stallholder 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 the 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 stallholders.

11.5 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.

12. Courteous Behaviour

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.

13. Promotion

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

- A. The BrisStyle Facebook page, Instagram account, blog, website and e-Newsletter emailed to our growing database (combined 40,000+ followers as of 6/12/23).
- B. Online listings on tourist and event websites
- C. Press releases/editorials to Brisbane-based magazines and newspapers
- D. Flyers made available to stallholders before the market date for distribution and inclusion in online orders.
- E. Flyer drop in the local area for some markets

13.1 Your part in the Promotion

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

- a. Use all your social media channels to let your customers/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.
- b. What kind of stall you'll be in and where it will be
- c. Install the relevant market buttons on your website with a direct link to the event pages on the BrisStyle website.
- d. Email your own databases to let them know of your participation dates and where to find you etc.
- e. Distribute the official BrisStyle Market flyers to your local schools, cafes, gyms, letterboxes, online and market sales etc.
- f. Promote the markets through your favourite social networking sites such as Facebook, Instagram and Twitter etc.

For members, please refer to the Promote BrisStyle and Promotional Material webpages for more tips and details

14. Market Layout and Categories

The markets are mapped out with particular categories in particular positions. Successful stallholders will be assigned to a site that fits their category for each market. Most application forms give the option to "request your neighbour" The BrisStyle team will do their best to accommodate requests that cannot be guaranteed.

Only Book & Save applicants may select their site. All other sites will be allocated at the discretion of the BrisStyle team.

15. Stall Presentations

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.

The following need to be adhered to:

- Your stall may not resemble a discount store
- All prices are to be clearly displayed in a neat (printed where possible) form of signage
- Any storage items are to be hidden out of site eg: under a table with a table cloth or behind your display
- Your full stall set-up must fit inside your allocated space and you are not allowed any protruding objects, signage, racks etc to be outside your allocated stall space.

The BrisStyle Inc. team & committee reserves the right to refuse the application of any stallholder found to be setting up their stall in a way that 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.

16. Mandatory Equipment

Please familiarise yourself with the **Risk Assessment** for each market that covers these areas in more detail.

Lighting

For night markets you must supply sufficient battery-powered lighting to light your stall 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 permitted.

Weather Protection

Stallholders must supply adequate weather protection for themselves 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

Stallholders must supply **4 x 15kg+ high-quality weights** (minimum 60kg per marquee) and they must be securely fitted to every leg of your marquee.

Secure Displays

Stallholders must also supply weights for all freestanding display items including racks and ensure that they are secured and weighted.

Market umbrellas will not be permitted at any market for safety and security reasons. All outdoor stallholders must ensure that their marquees, displays, wares and all wet weather protection are installed properly and secured appropriately.

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

17. Mandatory Reading

Each Market location has its Risk Assessment that can be found in the application, website or on request from the BrisStyle team. Each stallholder must read and understand these documents as they contain mandatory actions required by BrisStyle and other market partners to mitigate risk in normal and non-normal conditions and situations.

18. Traffic Management

Each Market location has specific details around vehicle access, loading zone and parking. Safety is our #1 priority and we will always work with the onsite teams to ensure that this is met for all parties involved. Stallholders are required to familiarise themselves with all information sent out before the market & outlined in the relevant risk assessment.

Bump In Times (slot times)

All markets will have a specific time slot that **must** be adhered to. There will be a full hour from the last slot time to the market start to ensure that even the slowest of setups are ready to trade by the start time.

Bump Out Times

For most markets bump out times will be staggered and mostly based on which stallholders are packed down and ready to load up cars. Sites with vehicle access will only be permitted on site once the venue is deemed safe by BrisStyle & venue staff.

Patience Sometimes for reasons beyond our control, procedures may be different to what we have communicated to the stallholders before each market. 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.

Should you still have any questions regarding this document or BrisStyle policies, please contact the Event Manager at <u>events@brisstyle.com.au</u>