



The Little Big Markets.

Thank you for choosing to apply for The Little Big Markets. By applying to participate in our markets you agree to be bound by the Terms and Conditions outlined in this document.

THE LITTLE BIG MARKETS

The Little Big Markets were established in the summer of 2009 with the vision of bringing communities together through artisan craft and food. Now in its 11th year! The Little Big Markets is the fortnightly must do activity for the local community and visitors alike.

The Little Big Markets is a special place that the local community calls their own, a place to hang out and catch up with friends whilst sampling, admiring and enjoying some of the best artisan - food and craft available.

It's popularity and quality of vendors has provided opportunities for The Little Big Markets to play an integral role with many collaborative events operated both by council and external event companies. These include; Tauranga Arts Festival, Tauranga's Waterfront Opening, Summer Festival, The Tauranga Jazz Festival, Papamoa Beachfront Festival, Papamoa Santa Parade & Night Owl.

SUMMER 2020/2021 SEASON

From May through to Sep 2021.

MOUNT MAUNGANUI (10 markets)
Coronation Park, cnr Maunganui Rd
and Salisbury Cres

- May 1st
- May 29th
- June 5th
- June 26th
- July 3rd
- July 31st
- August 7th
- August 28th
- September 4th
- September 25th

PAPAMOA (5 markets)
Papamoa Pony Club, 491 Papamoa
Beach Rd

- May 15th
- June 19th
- July 17th
- August 21st
- September 18th

POSTPONEMENTS

If we can't operate on the day advertised due to weather conditions, but the following day being a Sunday is permissible, then we will postpone. Please refer to our cancellation / refund policy for further details.

PRICING (per market)

- Craft stall Mount Maunganui - \$60 (without power)
- Craft stall Papamoa - \$50 (without power)
- Craft stall - \$70 (with power)
- Corner craft stall - \$70 (Mt Maunganui)
- Corner craft stall - \$60 (Papamoa)
- Food gazebo - \$80
- Food Truck - \$100
- Gazebo hire - \$20 (no sides - per market)

**Please note that you are not guaranteed a corner site upon application. We have an extremely limited number available, so will be in-touch with regards to the success of your request.*

BOOKING

If you wish to book a site, **please fill in the application form online in STEP 2.**

PAYMENT

If your application is successful you will receive a booking confirmation and invoice with payment details.

Please ensure that you reference your invoice number when making payment to avoid any issues with allocating your site. Payment must be made within 14 days of being invoiced. Failure to do so will result in your site booking(s) being cancelled. All overdue accounts will attract interest @2.5% per month and all costs of collection.

HOW BIG IS A SITE?

Stalls should not be bigger than 3m x 3m. It's recommended that you have your own marquee, tent or gazebo but we do have a hire service available. It is the responsibility of you, the stallholder to make sure you have erected the gazebo in time for the market opening to the public at 9am. Stallholders can begin site setup once your site has been allocated to you, which will be between 7am - 7.30am. ***If you do require a gazebo for the markets then please let us know. We have these available for \$20 per market day. Please note these won't include sides.***

PARKING

We offer in both our Mount and Papamoa locations areas to which stall holders can park. It is essential that you park in the designated areas and clearly display your stallholder parking pass on the dashboard of your vehicle.

POWER

Provision of power is only supplied for food vendors unless arrangements have been made prior to the markets with management. A power requirement form will need to be returned for us to ascertain what your requirements are.

Please note that all power cords must have a valid test & tag sticker by a certified technician and all appliances will need to be certified by a recognised certification regime.

BE RELIABLE

The Market and it's customers need reliability, gaps due to last minute cancellations and no-shows create a

lot of stress and make the overall market appear scruffy. The market managers may cancel season site allocations if applicable and site payment may still be required.

CANCELLATION / REFUND POLICY

We do our utmost to ensure The Little Big Markets can proceed on the date we advertise. We can't however control the weather, so if we can't postpone we will cancel the markets if we believe it to be a risk to our vendors, employees & the public. Vendor cancellations less than 3 days prior to market will require full payment as it is too late for us to on-sell your site.

To receive a credit note you must cancel by 9am Wednesday morning prior.

Vendor cancellations more than 3 days prior to market will have the options of moving their paid-for site to an alternative market day. Unpaid sites will be cancelled. Please note paid-for sites are nonrefundable. If you are unable to make an alternative date, situation dependent, we may offer the options of a credit note which can be used at a later date.

Please note that it is not our policy to provide refunds or credit notes on postponed or cancelled markets.

WASTE MANAGEMENT

Ensure that you clean your own stall space and if you have time give others a hand too. We will have a recycling system in place, which will be segregating rubbish into four categories. Please adhere to the recycling signage so that you can

make an informed decision on the disposal of your waste.

SETTING UP

Nothing looks worse than the chaos of setting up as customers are arriving and you can potentially lose sales. Breaking down stalls before the market finishes doesn't look professional. If you sell out, put up a 'sold out' sign that might include your after market hours. Then have a wander and enjoy the market that you are a part of.

Make sure you arrive with plenty of time to set up, some customers may arrive before the appointed hour and they want to buy things. Leave sufficient time for something going wrong so that you can fix it without getting in a panic.

Your customers will judge you on all aspects of your stall, not just the presentation but how easy it is to make transactions. Ensure that you have a good float and cash flow system (this may mean providing an eftpos facility).

SIGNAGE

Customers need to know who you are, make sure your stall name is clearly visible. Bring cards and flyers that give customers more information and be creative with your displays - an eye catching stall attracts customers. Always step outside your stall to see how your stall and display looks from the customer's perspective. Your stall may look great from the top, but from a distance the view under a table could be untidy. Floor length tablecloths can hide the 'workings' of

your stall.

Don't forget that the seller is the one of the most important displays in your stall - a smile and friendly face will work wonders.

SUPPORT THE TEAM

If sometimes operation decisions have been made that you don't agree with, know that we're only trying to do the best for the market.

Help other stall holders out; be welcoming to new entrants and show them the ropes, arrive in time to help your neighbour with their set-up, don't be shy with friendship and you'll enjoy the experience more.

CUSTOMER SERVICE

Do what you can to make the shopping experience enjoyable. Time taken listening to how someone's day went can make their day. Customers like familiarity, try and keep the same faces at a stall if you can. Talk to your customers - find out what they like, how they use it, what they might want more of. They are the best source of market research you will find. Take on all good and bad criticisms from customers and learn to listen. Customers want to find out as much as they can about the product and they will be your best source of free advertising.

Remember that a customer will tell ten people about a bad product but will only tell two people about a good one.

MARKETING

We have a comprehensive schedule for advertising the markets, which includes; event listings, flyers, editorial coverage, signage, event calendar, social media campaigns across multiple platforms, regular newsletters to our database and our website(s). Because we're one big family - we encourage all stall holders to advertise their involvement with The Little Big Markets, we will provide you with various assets throughout the season in both print and digital format that you are free to use via your database channels.

In addition if you think you have a good story and/or images that we could include in The Little Big Markets social feeds then please email us at aimee@thelittlebigmarkets.co.nz and we'll be in-touch.

We ask that you please use the correct logos when advertising The Little Big Markets - for a media pack, including logos, images of the market flyers etc, please email; aimee@thelittlebigmarkets.co.nz

SOCIAL MEDIA

We encourage any use of social media to draw attention to your stall / business and attract new visitors to the markets. So here's a few helpful tips for you to remember if you're new to Facebook.

- Let your customers know where you're going to be during The Little Big Markets by tagging us in your posts
- Focus on helping people

- Create interesting posts to promote your content on Facebook
- Have an engagement goal for each post
- Experiment! Some of our most engaging posts were unexpected
- Be visual - click rates are thought to be more than 100% higher when photos and video are used over plain status updates
- If you're sharing content at The Little Big Markets, please be sure to tag @thelittlebigmarkets and our hashtag #thelittlebigmarkets

INCENTIVE PROGRAMME

We'll be running the incentive programme again this season, which will be aimed at celebrating the amazing collective of stalls and businesses that are involved with The Little Big Markets.

Each market day we'll have an award for a stall based on any of the following criteria:

- Most innovative stall display(s)
- Most active social media marketing
- Outstanding customer service

(winners will be photographed and advertised across our social media platforms)

OUR VALUES

Our belief at The Little Big Markets is that we're one big family and like family we look out for each other. That means when you have a problem we have your back and we'll do our best to help you out. We also know that you'll have ours.

Now let's have some fun!!

PRODUCTS

The Little Big Markets prides itself on having a creative selection of stalls and food vendors. From time to time we may not be able to accommodate a new vendor who sells products similar to an existing vendor. Most products are acceptable at The Little Big Markets, although there are some exceptions.

Products that may not be sold include:

- Live birds or animals
- Fake or copies of designer brand named goods
- Weapons
- Items associated with the illegal use of drugs
- Items that the market management may consider unsuitable for the market
- Offensive, counterfeit or unauthorised products may not be sold

PRODUCT QUALITY

Ensure that the products you sell are of the highest quality - take only your best to the market. If you feel confident and proud of the quality of what you are selling it will naturally result in more sales.

If you sell out, you will not be able to leave early - put up a 'sold out' sign - this is great advertising for the next market as it implies your product is really popular and customers have to get in early. Use any downtime to research other items and customers' needs at the market.

PRODUCT CHANGES

Management needs to keep an eye on product mix and will need to give permission before you add any previously unplanned goods to your stall. We choose to not have too many stalls of one product; we need to know what you're planning to sell in advance so as not to undermine other stall holders.

Food vendors in particular need to specify every product intending to be sold at the markets, this includes drinks.

NEW VENDORS

Every stallholder must have completed and returned the online application form prior to commencement.

LICENSE OF AREA ONLY

The use of The Little Big Market area by the stallholder will relate only to their provided area and The Little Big Markets shall at all times be entitled to use, occupy and deal with the remainder of the property without reference to the stallholder and the stallholder shall have no rights in relation to it other than the rights of use provided by The Little Big Markets.

NEGLECT OF OTHER STALL HOLDERS

The stallholder shall not be responsible to The Little Big Markets for any act or default or neglect by any other stallholder.

MARKET REQUIREMENTS

The stallholder shall comply with the provisions of all statutes, ordinances, regulations and bylaws relating to the use of the area by The Little Big

Markets or other occupant and will also comply with the provisions of all licences, requisitions and notices issued by any competent authority in respect of the area or their use by the stallholder.

STALLHOLDER OBLIGATIONS

The stallholder shall be responsible to;

- Maintain the area in a proper and workmanlike manner and to the reasonable requirements of The Little Big Markets management, keep and maintain the area in a clean and tidy order and the same condition they were in at the commencement of this agreement.
- Pay for any repair of any breakages or damage to hired equipment supplied by The Little Big Markets, or any equipment belonging to other stallholders including any goods
- The stallholder shall regularly remove all of the stallholders rubbish from the area and keep The Little Big Markets rubbish bins or containers in a tidy condition

USE OF THE AREA

The stallholder shall not use any part of their area for any other use other than the business use.

INSURANCE

- The stallholder shall not under the control of The Little Big Markets do anything in the area or the property whereby any insurance effected by The Little Big Markets or by the stallholder be rendered void or voidable or whereby the

premium payable shall be liable to increase. The stallholder shall pay upon demand all extra premiums payable as a result of any breach of this clause

- The stallholder agrees to occupy and use the area at the stallholders risk and releases to the full extent permitted by law The Little Big Markets and any employees from all claims and demands of any kind and from all liability which may arise in respect of any accident, damage or injury occurring to any person or property in or about the area or the property
- All vendors are advised they should consider public liability insurance but is not compulsory for involvement with The Little Big Markets

If you require assistance with your insurance we recommend our provider AON, who provides a great personalised service in all areas of Insurance Brokering. The specialise in:

- Public Liability Insurance
- Business Insurance
- Personal Insurance
- Life, Health and Income Protection

For a quote contact AON on 07 572 8277

INDEMNITY BY THE STALLHOLDER

The stallholder shall keep The Little Big Markets indemnified against all claims, actions, losses, and expenses of any nature, which The Little Big Markets may suffer or incur or for which The Little Big Markets may become liable in respect of or arising out of;

1. The neglect or careless use or misuse by the stallholder and persons under the control of the stallholder of the area or the property or other services to the area or the property
2. Any accident or damage to property or any person arising from any occurrence in or near the area wholly or in part by reason of any act or omission by the stallholder and persons under the control of the stall

FOOD SAFETY AND HYGIENE STANDARDS

- All stallholders must trade in accordance with the Food Hygiene Regulations 1974
- Safe practices in food handling, cooking and storage are essential to prevent foodborne illness
- All stallholders must have effective means of cleaning hands - either with anti-bacterial sanitising gel or wipes. Always clean hands before and after handling food
- If food is perishable, it must be maintained at a temperature of 4 degrees or below. This should be in a refrigerated unit or chilly bin packed with ice
- All food must be individually packaged or covered to protect from cross-contamination
- Care must be taken to protect food from cross-contamination when transported to and from The Little Big Markets
- Tongs must be used to handle food - not hands. Gloves should be avoided if also handling money
- If food is cooked at the market, care must be taken to ensure that

food is cooked through and served promptly to maintain temperature

- No home preparation is allowed. A copy of the current registration certificate for the premises where the food is prepared must be attached to your application.

PRESENTATION

- Stallholders will be expected to be neat, suitably dressed and deal with the public in a courteous manner
- Products should be displayed attractively, with due regard to consumers and other stallholders
- Try and limit the amount of plastic used in your stall
- Feel free to have information about the product(s) you sell, how it is made or grown

SETTING UP / PACKING DOWN

- Sales begin at 9am and close at 2pm
- Even if you sell out of product, we require you to stay at the market until closing. It's a great chance to talk to customers
- The market managers are the only ones responsible for space allocation
- Regular stall holders can have their space allocated for the season if they are consistently attending the market
- Casual stallholders cannot be assigned a permanent spot. Every attempt will be made to accommodate your needs
- Sharing of site space may be permitted with prior agreement by The Little Big Markets management

- Stall / site layout is decided by The Little Big Markets management and can be changed at any time

SITE SAFETY

- Stallholders must confine displays and signs to the stall site and keep pathways clear for shoppers
- All stalls must be set up and ready to go at least 15 minutes prior to the opening of the markets and all vehicles not necessary for the display or sale of food must be moved off site
- Stallholders must not dismantle their stalls or begin packing up until the close of the market
- No vehicles are to be moved onto the market site until after the close of the market
- Stallholders must take all due care when driving onto, around and off the market site
- Stallholders are responsible for maintaining their site in a clean and tidy condition at all times and are encouraged to present an attractive site in keeping with the theme of The Little Big Markets

THE FINE PRINT

- The season subscription is nonrefundable.
- The directors of The Little Big Markets reserve the right to postpone or cancel any given market due to weather or unforeseen circumstances. This is entirely at their discretion
- If for some reason you are unable to attend a market and you fail to notify us within 48 hours and we are unable to refill the site, then your season site allocation risks being cancelled without refund or we may issue a \$25 administration fee
- If at any point, you do not abide by the procedures and operational requirements of TLBM, the Directors have the right to

terminate your seasonal subscription without a refund

- The stallholder agrees that they shall not at any point of time pursue any conflicting operational models to that of The Little Big Markets and that by right of intellectual property not replicate any technology platforms including software, websites, publications or databases
- No warranty or representation expressed or implied has been or is made by The Little Big Markets that the area is now suitable or will remain suitable or adequate for use by the stallholder or that any use of the area by the stallholder will comply with the by-laws or ordinances or other requirements of any authority having jurisdiction
- The directors of The Little Big Markets reserve the right to cancel any vendor's site subscription