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7 January 2009

Dear Stallholder

REVISED CASUAL STALLHOLDER ARRANGEMENTS AND APPLICATION PACKAGE

I am writing to all registered and prospective casual traders in regard to revised procedures for the management of casual sites at Salamanca Market.

In 2008 the Council approved a revised selection criteria to be applied to all traders applying for a position as a casual trader at Salamanca Market.

It had been hoped that this initiative would have been implemented in 2008, and I apologise for any inconvenience this delay has caused.

Revised Application Form

As you may be aware, previously, traders applying for a position in the Casual Priority Pool used a different application form to those traders seeking a position in the Casual Stallholder Pool.

Now **all applicants** will be required to use the **same application form** based on the following selection criteria:-

- **Design and/or Production:** Degree to which the product was designed, devised or produced (including grown or manufactured) by the applicant. Equal weight is given to design and production.
- **Quality and Innovation:** Quality of product including packing and/or presentation of product. This includes consideration of the product's innovation, its use of material, design or other attributes, including use of environmentally sustainable materials or production practices, including packaging. Consideration is also given to the use of correct labelling including place of manufacture.
- **Product Mix:** Consideration of how the product may add value to the Market's product mix and diversity. Conversely a product would rate lower if it duplicates existing product lines at the Market.
- **Tasmanian Content:** The level to which the product is manufactured grown or produced in Tasmania; or made from raw Tasmanian materials or materials sourced in Tasmania.



In addition, the Council will now utilise an expanded panel to assess all casual stallholder applications. As well as Council officers and representatives of the Salamanca Market Stallholders' Association, the panel will now include individuals with skills and experience in a range of areas, such as the arts/cultural sector, craft and design, sales or product marketing and product development.

Application Process

Current and potential casual traders have until the close of business on 2 February 2009 to submit their application. Late applications will not be accepted.

If you have already submitted an application form with accompanying documentation, this will be returned to you. You may choose to re-submit this documentation if appropriate.

I would also remind traders that applications must be submitted in the format required accompanied by the documentation requested. Applications that do not **meet this requirement will not be considered for assessment.**

Positions in both the Casual and Casual Priority Stallholder Pools will be effective for a twelve month period until February 2010.

Performers as Casual Stallholders

Importantly too, the definition of a casual stallholder has been expanded to allow the inclusion of potential traders who may sell CDs, DVDs, audio tapes and/or other recorded material of their own music or performances.

Given limited space, this opportunity applies only to solo or very small groups. As these trading opportunities are not seen to replace busking or performance based activity, strict control of amplification and performance duration will also be applied to these traders. This will be negotiated directly with the traders giving consideration to the nature of their activity and general location.

Casual Priority Pool and Casual Stallholder Pool

The Council has previously operated a priority allocation for a majority of the casual sites, with some twenty-six of the Market's thirty-two casual sites allocated to a pool of traders whose product lines have been assessed against set criteria.

This process will continue, with the higher scoring applications being included as a Casual Priority Pool trader and the lower scoring applications being included in the more general Casual Stallholder Pool.

At this time, the Casual Priority Pool comprises some fifty-three (53) registered traders and the Casual Stallholder Pool comprises seventy-seven (77) registered traders. It is envisaged the total number of casual traders registered under the new system may be reduced slightly to ensure all traders have a greater opportunity to secure a casual site booking, though of course this cannot be guaranteed.

Guidelines for Casual Stallholders

Attached are a set of guidelines for casual stallholders at Salamanca Market. It is anticipated that these will form the basis, subject to review, of a new formalised document detailing the terms and conditions applicable to casual traders at Salamanca Market.

Attendance Requirements

While there have not been any previous attendance requirements placed on either group of casual traders, Council records clearly indicate that some previously successful applicants had not attended the Market at all.

Accordingly, it will be expected that successful applicants will use the position they have secured as a casual trader in the future. The Market Administration will monitor stallholder usage and any trader who does not attempt to use their position in a pool will forfeit their registration as a casual trader. In saying this, the Market Administration is mindful that a limited number of seasonal producers would not be able to trade for a full year due to the nature of their product line.

Incubator Sites

Earlier in 2008, the Council also approved the provision of two half casual sites free of charge for emerging artists, craftspeople and/or designers and newly established food and beverage product growers or producers. Applications for this opportunity will be advertised shortly.

The two categories for the proposed incubator sites would be defined as follows:

Artists, Craftspeople and/or Designers:

- Includes students (including post secondary, undergraduate, or post graduate);
- Includes 'consortiums' or groups of artists, craftspeople and/or designers;
- Not currently trading at Salamanca Market or any other Tasmanian or Australian mainland market.

Producers:

- Growers, producers, and originators of any food or beverage product (except alcohol);
- Not currently represented by a commercial store or other outlet;
- Not currently trading at Salamanca Market or any other Tasmanian or Australian mainland market.

Yours faithfully



(Philip Holliday)

MANAGER EVENTS AND CULTURAL DEVELOPMENT

Attachments: Casual Stallholder Application Form
 General Information for Casual Stallholders