



QUEEN VICTORIA MARKET STALLHOLDER INFORMATION PACK



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INTRODUCTION

Queen Victoria Market – Melbourne’s marketplace

The Queen Victoria Market has been the heart and soul of Melbourne for more than a century. An iconic historic landmark spread over two city blocks, an authentic and bustling inner-city Market where you can shop for everything from fresh fruit and vegetables, local and imported gourmet foods, to body products, clothing, and souvenirs. QVM is a thriving and vibrant layer of Melbourne’s history located in the innovation district of the CBD. Queen Victoria Market well known and loved for its affordable and abundant shopping, entertainment and offers a variety of experiences for everyone to enjoy.

The market attracts a strong local customer base and boosts a high visitation by overseas, interstate, and regional visitors, seeking a truly Melbourne experience.

We are continually striving to improve and diversify the Market’s product offer and services in conjunction with existing authentic market trading options. Our goals are to engage with small business’ that offer a point of difference and that build upon the Market’s reputation as a fresh food and shopping destination.

The Stallholder Information Pack is intended to assist new stallholders in understanding trading requirements at Queen Victoria Market Pty Ltd.

TRADING AT QVM

In preparation to starting trade at Queen Victoria Market, you must have:

- **successfully completed the online induction**
- **attended any interviews required**
- **signed and returned all documents**
- **paid bond (if required)**
- **paid upfront trial payment**
- **have insurances and/ or required certification submitted**
- **completed site induction**
- **have stall fixtures, fittings, signage and stock prepared**

Where to park?

Park in the Queen Victoria Market car park, access from Franklin or Queen Streets, open from 6.00am. Once you have been allocated your stall you may then relocate your vehicle closer to or onto your stall depending on availability and access. Ask the Market Officers about the availability of parking on your allocated stall. See 'Carparking' on page nine of this manual for more details regarding parking in and around the Market.

Attending stall allocation

Casual stall allocation commences at 7:15am each Market day at the Customer Information Centre at Shop 1, F Shed. The Market Officers have a listing of casual stallholders and allocations are made in order of this list. Please wait for your registered stallholder name to be called before approaching the Market Officer to select a stall. Please identify yourself to the Market Officers and always ask for assistance if you require it. Market Officers will help you locate your stall and provide advice on stall setup, parking, and suitable trading locations. See the 'Casual Allocations' section for further guidelines

Setting up your stall

All tables, racks, displays, storage boxes, stock, merchandise, signage and any other items must be set up and remain within the designated stall boundaries as marked by the lines on the ground. The boundary extends vertically from these lines.

All displays and signage along neighbouring stall boundaries must be inward facing only, regardless of the height of neighbouring stalls. Boxes and goods on display are not to be placed directly on the ground below table height.

Your stall must be fully set up and ready for trading as soon as possible after 8.00am. See the 'Setup Requirements for General Stalls' section of this guide for further guidance on stall setup.

Packing down

You may only commence packing up your stalls after the close of trade and you must completely vacate the Market within 1 hour of the close of trade.

Stallholder licence (SL)

The terms and conditions of the Licence are set out in the Licence documentation, which includes the stallholder rules.

You may appoint a manager to operate your stall on your behalf. However, you will require QVM's approval before appointing anyone to act in the capacity of manager.

Permanent licences other than month to month and casuals, are transferable subject to QVM management approval.

Start up: 4-week trial trading licence period:

Once approved as a new trader at Queen Victoria Market you will be offered a 4-week trial licence. This gives you an opportunity to trade at the market, understand the workings and day to day operations along with interacting with visitors, staff and other traders to understand if the Market is a place you would like to continue doing business.

After this initial 4-week licence, you have the opportunity to re-sign for one more 4-week trial, convert to a casual trader, or cease trading. Your Precinct manager will be in touch with you over the initial 4 weeks to see how everything is going and next steps.

Informing the operations team that you will not be trading on any specific day:

Phone 9320 5845 or 0418 222 119, if you are unable to attend the Market on one of your registered trading days. You must notify the operations team of your absence before 7.00am on that day. You will need to quote your registered license name and your trader number (which will be given to you on your first day) and (if you have regular stalls allocated to you) your stalls for that day. If you use hired storage boxes remember to cancel these services separately.

Permitted use activities

The Permitted Use or Schedule C within your licence agreement will reflect what products you can sell or activity you can conduct at the Market. Your concept will be defined by a Category, a Sub category and a business concept statement. The Lifestyle Grouping is applied to define your target market.

You may only sell products or services that clearly fit within the scope of your Permitted Use / Schedule C. Trading outside the scope of your permitted range is a breach of the Licence which may result in the suspension or cancellation of your Licence. This supports a fair and customer focused retail mix.

To vary anything in your range or concept you must apply and obtain the Market's approval in writing before making any changes or amendments. Submissions are assessed on an individual basis. Counterfeit goods are unacceptable and will not be granted approval for sale.

Stall fees

Stall payment is via direct debit, you will have completed an “Authority to Deduct Fee” form as part of the licensing process. Should your nominated bank account change, you are required to immediately contact QVM and provide an updated direct debit authority.

As at November 2014, casual fees for general stallholders are as follows:

Tuesday	\$22.20 (single)	\$44.40 (double)
Thursday	\$21.60 (single)	\$43.20 (double)
Friday	\$23.80 (single)	\$47.60 (double)
Saturday	\$41.60 (single)	\$83.20 (double)
Sunday	\$56.80 (single)	\$113.60 (double)

Fees quoted are exclusive of GST. Some stalls, particularly corner locations, may attract a higher fee, Market Officers will alert you to this, but if you are uncertain, please ask. Trading statements are issued electronically by the Queen Victoria Market.

Insurances

Public Liability Insurance:

QVM holds a group public liability for stallholders, however, QVM shall be under no obligation to continue to do so. This means that you will not need your own public liability insurance unless you trade at other markets or festival. There is an excess of \$2,500. You will need to provide your own additional public liability insurance if you wish to also cover for this excess. If QVM decides not to continue with a group insurance scheme, it will notify you of the need to obtain your own insurances.

Product Liability Insurance:

Each stallholder must take out Product Liability insurance in their own name with Queen Victoria Market Pty Ltd noted as an interested party. The Product Liability insurance policy must be for a minimum of \$10,000,000 and a copy of the insurance certificate of currency must be provided to QVM.

Stallholders must not do anything at the market which may cause the QVM group insurance policy to become void or may cause a claim on this policy to be rejected. If the stallholder causes an increase in the group insurance premium payable by QVM the stallholder must reimburse QVM for this increase in premium.

Workers Compensation

Each stallholder must take out applicable workers compensation in accordance with any applicable workers compensation legislation to cover the stallholder and any persons employed in the stallholders' business. Evidence of this policy must be produced if requested by QVM

FOOD LICENCE REQUIREMENTS

Starting up a New Food Business Registration under the Food Act 1984

Registration under the Food Act – Fixed Premises

Under the Food Act all food businesses must be registered with their local Council in order to operate. The Health & Wellbeing Branch at the City of Melbourne is responsible for registering food businesses. Registration is valid for 12 months and is renewed each year with Council who will issue an 'Application for Renewal of Registration' to all food businesses.

Key steps to assist in starting a food business:

- Submit Plans
- Complete 'Application for Preliminary Plans' form with fee.
- Food Safety Program including Food Safety Supervisor details.
- Complete 'Application for Registration' form with fee.

1. Submit Plans to Health & Wellbeing

The City of Melbourne provides a service to assess plans of your proposed business prior to the commencement of any works. This ultimately assists businesses to meet all food safety requirements prior to any works being undertaken and reduces the possibility of changes having to be made before being registered to operate. You should complete the 'Application for Preliminary Plans' form and submit together with floor plans of your proposed food business. This service attracts a fee which is listed on the application form.

Health & Wellbeing requests the submission of two (2) copies of the plans drawn to scale of not less than 1 to 100 showing the layout of all equipment, fittings and fixtures. This includes where these items are to be located and how they will be fitted. Remember to include the location of all floors, walls, and ceiling surfaces and provide information about the materials to be used. For example: stainless steel bench, tiled wall etc.

It needs to be clear from the plans where the water supply, waste disposal, lighting, the bin wash area, ventilation, sinks & basins, drains, storage areas and toilets are located.

If you propose to change the use of a premises (e.g. from a hardware store to a café) you will need to apply for a "change of use" permit from the Development Planning Branch (Ph 9658 9100).

2. Checking your plans

Health & Wellbeing will check plans that are submitted to determine whether the proposed fit-out meets the Food Standards Australia New Zealand (FSANZ) Food Premises and Equipment Food Safety Standards. (see the 'Food Safety Standards 3.2.3 Premises and Equipment' fact sheet.) A standard 15 working day service is provided by Health & Wellbeing or if requested, a priority 5 working day service can be provided for an extra fee.

You will receive a letter from Council advising you of any additional requirements you will need to meet that have not been shown on your plans.

3. Premises inspection

Once you have received a copy of your assessed plans together with a letter of any additional requirements, you will need to contact Health & Wellbeing to arrange for on-site inspections to check that the premises are being fit-out in accordance with the Standards.

Two visits are covered by the plans assessment service fee. Usually the first visit is when construction is at the half way mark and the other on completion of works, but before you are open to the public. It is important that you arrange for both of these inspections as they will assist you in meeting all the requirements and make sure that you open without delay.

During the final inspection an Environmental Health Officer will check that all of the specified requirements have been met. In the event that any requirements have not been met the premises may not be able to open.

A further fee will be charged if additional visits are required or requested during the construction phase.

4. Food Safety Program

All new food businesses (Class 1 and Class 2) are required to have a Food Safety Program before registration can be granted.

Upon completion of works you will need to submit your Food Safety Program to Health & Wellbeing. For further information refer to the 'Food Safety Programs' fact sheet. Health & Wellbeing will review your Food Safety Program to make sure it is suitable for your business.

5. Food Safety Supervisor

Your business will also need a Food Safety Supervisor. You are required to provide Council with the name and qualifications of the Food Safety Supervisor when you submit your Food Safety Program.

6. Granting Registration

If your premises and your Food Safety Program both meet with the Standards and the Food Act 1984 then you will be able to apply for registration.

Before the premises can operate, you must apply to register by submitting a completed 'Application for Registration' form with the fee to Health & Wellbeing. Once this has been processed you will receive a 'Certificate of Registration' (Food Act 1984) to operate a Food Business and a letter stating that you are now registered. Now you can open your business to the public!

Important note: Your premises must not be open to the public until approval is given by Health & Wellbeing. Under the Food Act 1984 it is an offence to operate a food business without being registered and can lead to Council taking legal action.

Further Information

For any further information or help contact your Environmental Health Officer (EHO) at the City of Melbourne Health & Wellbeing Branch on (03) 9658 8831/8815.

Registration under the Food Act – Temporary Food Premises

Are you selling food from Temporary Food Premises?

Streatrader is for businesses and groups that sell food or water for people to eat and drink from Temporary Food Premises i.e. stalls that operate for a short period of time and are packed away.

'Food' includes:

- anything that people eat or drink
- live, raw, prepared or partly prepared food
- live animals and plants
- ingredients of a food, including additives to a food
- drinks, including water, alcohol, milk, tea, coffee, fruit juice and soft drinks
- chewing gum, including ingredients and additives.

'Sale' has a very broad meaning. The most common situations it covers include:

- selling food whether for a profit or as a fundraiser for charity
- offering or displaying food for sale, even if you don't sell any
- receiving food or storing food in order to sell it
- giving away food 'in furtherance of trade' or as an advertisement (such as to promote your business)

Does Streatrader apply to you?

Q. Do you sell food from a portable stall, a van, or other similar site that you only use occasionally?

Q. Do you handle food at one of these places to sell it somewhere else (this includes making, manufacturing, storing, cooking or serving food that you intend to sell)?

Yes

If the answer to any of the questions is yes, you can apply in Streatrader for permission to conduct these activities.

HOW DO I PREPARE?

Box hire services

Storage boxes for stock are available for hire. Below are a number of box hire operators who are licensed to work in the Market.

BUSINESS NAME	TELEPHONE	MOBILE
Apollo Services P/L	9483 7035 (BH)	0414 315 746 (Hanan)
B.D & R.J Moulton	0433 920 656 (Ben)	0409 387679 (Ryan)
Danny Gelai (D Box Hire)	9397 3226 (All Hours)	0411 862 942
Dependable Box Hire (David Peck)	9329 5291 (BH)	0412 581 051
To cancel box pre 7pm	9329 5291 or 9329 2215	

Storage boxes are delivered to your stall (for stallholders with regular stalls) or to the centre way of M Shed (casuals) on each of your trading days.

You must cancel your box/es with your box hire company if you will be absent from the Market on any day. This is your responsibility. Boxes that have not been cancelled are a safety risk to Market patrons and stallholders and also create a visual barrier in the Market.

If a stall is occupied by the box of an absent trader and because of it we are unable to allocate this stall to a casual trader, the absent trader may be charged regardless of whether we have received notification of their absence.

Box Moving Service

If you require assistance moving your storage box to or from your allocated stall, please contact QVM Logistics on 0449 088 933.

Trading hours

Trading hours for general stallholders are as follows:

Tuesday	8.00am to 2.00pm
Thursday	8.00am to 2.00pm
Friday	8.00am to 3.00pm
Saturday	8.00am to 3.00pm
Sunday	9.00am to 4.00pm

You are only permitted on site for the purposes of setting up your stall from 3.00am on any Market day. Your stall must be ready for trade by the opening time of the Market on that day. This includes any tables, displays and racking fully set up, merchandise and stock in place, storage boxes kept on the stall and any vehicles not parked across the rear of the stall removed from the Market. You may only commence packing up your stalls after the close of trade and you must vacate the Market within 1 hour of the close of trade.

Carparking

You may park in the Queen Victoria Market car park. A limited number of \$15.00 all-day vouchers are available from the car park operator from 6.00am.

There are a number of multi-storied car parks in close proximity to the Market. Many are reasonably priced for all day parking, especially if making use of early bird rates. Two of these multi-storied car parks can be found on Franklin Street and La Trobe Street.

Your vehicle may be parked on your stall only if it can be parked completely within the confines of the stall. Exceptions include the south side of E Shed and the north side of A Shed. The vehicle should be within the white lines and must be parked sideways across the back of the stall.

You are NOT permitted to park in a way that blocks access to any of the laneways between the sheds, park in any stall that is not your own or park in Queen Street for longer than one hour. Breaches of these rules are liable for parking infringements from authorised City of Melbourne Officers.

On street parking is heavily policed in the Market area and parking restrictions apply in the streets surrounding the Market, even on Saturdays and Sundays.

Queen Street is closed to through traffic on Saturdays and Sundays between 8.30am and 3.00pm. During this time, Queen Street is a NO STOPPING area and no vehicles are to be brought into this area for any reason. This includes Queen Street stalls. This is strictly enforced.

Casual allocations

Casual stall allocation commences at 7.15am each Market day at the Customer Information Centre at Shop 1, F Shed. The Market Officers have a prioritised listing of casual stallholders and allocations are made in order of this list. Please wait for your registered stallholder name to be called before approaching the Market Officer to select a stall.

Your priority on the Casual List is determined by the date you were added to the casual list for that day. If you purchased a pre-existing business you will receive your vendor's priority ranking. Changes in your permitted merchandise use, extended absences or breaches of your license may also impact your priority ranking.

Please ask the Market Officers at stall allocation for assistance if you require it.

Casual Allocation Protocols

To help ensure a smooth and fair process during casual allocation please note the following:

- Casual Allocation will commence each day at approximately 7.15am at F1. If you are late and miss your name being called you may be required to wait until the second run through.
- If you are not attending on one or more of your allocated days please call the stall cancellations line on 93205845 and leave a message including your trader number, your registered stallholder name and the day/s and date/s you will be absent. Please ensure you press # at the end of your message. You may also send these details via SMS to 0409 110 713.
- Also call your box hire company to cancel if you are not attending. Equipment left out in the Market creates hazards, restricts access and makes the Market look untidy.
- When selecting a stall ensure it will be big enough for your set-up including your storage box, as you cannot just place your box in a vacant stall. Be aware that stall sizes vary so be familiar with those which are smaller and/or are not square. Take note that stalls on the South side of E Shed (E59-E116) require two way trade and no vehicles kept on the stall.
- If you find a physical problem with your chosen stall (e.g. boxes or other equipment on it) you will need to either work around this or make a new selection. A Market Officer will investigate before any possible change will be considered.
- If you change your mind, or discover that you will clash with another trader at the stall you have selected, you may be required to wait until all other traders have been allocated to be able to make a new selection.
- If you have someone make your selection on your behalf and they choose a stall that clashes with another trader or is not to your liking you may be required to wait until all other traders have been allocated to be able to make a new selection.
- Stallholders are fully responsible for selecting stalls that will suit their business. To assist with this, new stallholders are advised to keep a diary to record information relating to weather conditions, daily turnover and the stalls you were allocated for that day. This information will assist in the selection of preferred stalls as well as providing you with important information on the performance of your business.

Set-up & pack-down requirements for general stalls

Adherence to the following stall set-up requirements is mandatory for the safety of stallholders, their staff and the public

1. **All tables, racks, signage & merchandise to remain inside stall boundaries:**

All tables, racks, displays, storage boxes, stock, merchandise, signage and any other items must be set up and remain within the designated stall boundaries as marked by the lines on the ground. The boundary extends vertically from these lines. Sections of racking such as waterfall tier displays must also be fully contained within stall boundaries and not protrude into the public aisles.

Be aware that stalls are of different dimensions. Stallholders are advised to purchase adjustable racking systems to allow them to effectively set up in different locations. Stallholders who are unable to fit their racks within their stalls will be required to purchase new racks or to relocate to a stall where they will fit.

All displays and signage along neighbouring stall boundaries must be inward facing only, regardless of the height of neighbouring stalls.

Placement of any racks or stock in, or extension into, the aisles is not permitted under any circumstances. They congest the aisle, creating trip hazards and making it difficult to evacuate customers in the case of an emergency.

2. **Boxes and goods on display not to be placed directly on ground below table height:**

The height of such low level displays in the public concourse makes these difficult for pedestrians to see particularly when the Market is crowded. Stallholders must ensure the displays along the stall's front boundary are set up in such a way that they do not present a trip hazard to pedestrians.

3. **Remote control or robotic toys not to be left on ground or to roam in aisles:**

Some stallholders are tempted to allow robotic or remote control toys to wander the public concourse. These present a potential trip hazard and their size makes them difficult to see in a crowded Market. Any flying toys must remain within the boundaries of the stall.

4. **Overhead displays:**

Stallholders are responsible for ensuring that all overhead displays (including racking and signage) are secured and more than 2.5 meters above the ground. Overhead displays hanging from the roof spaces must be properly secured using shackles and chains. Ropes are not acceptable as they wear and perish over time.

Coat hangers must not be used, as these do not have adequate strength. Free standing racking overhead height should be secure. They must lock tightly together and be stable. They should be set up in such a manner that they do not move in heavy wind gusts.

5. Use of electricity:

Stallholders may only access power for use at their stall where the use of power has been authorised in writing by Queen Victoria Market Pty Ltd. This must be requested either at your interview or prior to commencement of trade. This is particularly important for casual traders. Where the use of power is authorised, stallholders must ensure that:

- No leads run along the ground;
- Leads and other equipment is fit for the purpose and properly tagged; and
- Equipment, leads, etc are setup in accordance with the relevant standard.

6. Awnings:

Stallholders are not permitted to hang stock, signage, promotional material, tarpaulins or other weather protection devices from the awnings or to tamper with the awnings in any way. Awnings are not designed to support the additional weight of stock, etc. and are likely to collapse.

7. Steps in stalls:

Some stalls in the Market have steps or stillages in the stall. These are original elements of the Market and cannot be removed due to the heritage restrictions associated with the site.

Where a stallholder occupies a stall with such structures installed, the stallholder must set up their stall in such a manner to ensure that the step does not present a trip hazard to any person. This means that it may be necessary to prevent customers from entering the stall by using a trestle table display across the front boundary.

8. Sight lines:

Stallholders operating on the Centreway, Peel Street, Queen Street or other corner stalls are required to either operate from trestles or, if operating from racks, maintain a set back from the stall boundary on not less than one metre. This is to ensure that sight lines through the Market are maintained.

9. Two-way trading in E shed:

Stallholders accepting allocations on the south side of E Shed are required to:

- Remove vehicles from the stall during trading hours. Vehicles must be removed prior to the installation of bollards at 9.00am.
- Actively trade two-ways (i.e. into the F Shed laneway as well as into E Shed) so that an opening of at least 30% of the boundary remains open. You will be permitted to retain your box in your stall if required but placement must be restricted to either the western or eastern boundary.

10. Placement of storage boxes:

During trading hours, boxes are to be kept only within the boundaries of the stallholder's allocated stall. Stallholders are responsible for ensuring that boxes are safely stored during trade and at pack down so that they cannot move or be blown over.

11. Carry Bags:

The Queen Victoria Market is working with all Market traders to phase out single-use plastic bags. The Market's aim is to help traders switch to environmentally friendly carry bags and encourage customers to bring their own bags when shopping at the Market. The bags traders are encouraged to use include paper bags made from recycled paper or from sustainably managed plantation forests and "green bags" designed for multiple use made from calico, cotton, jute, hemp or recycled PET.

12. Rubbish

At the start of each Market day, our cleaning contractor will provide you with a rubbish bag for use throughout the day. All rubbish generated from your stall throughout the day should be collected and stored in your stall.

At the end of trade your rubbish must be placed in the bag provided, which should be tied at the top to prevent the spillage of rubbish onto the Market floor, and left on your stall. Any excess rubbish or items too large to fit into the rubbish bag provided must be removed from the site and are your responsibility.

Note:

- You must not place commercial rubbish in bins for use by the public.
- You must not bring any rubbish in to the Market from home or elsewhere.

Customer service & market behaviour

As a market trader you are a part of providing a unique shopping experience for customers. You will achieve this through the look of your stall and your personal interaction with customers. Personal service and being able to deal directly with the business owner is what attracts many customers to shop in a market.

As such, the way you behave and present yourself to your customers will have a significant impact on their willingness to buy from you and the success of your business.

Branding and identification

Help your customers to find you in the Market through signage and branding of your stall. You will likely trade in different locations so a business card with your mobile phone number will help customers to find you again and refer you to others. A business page on social media allows you to publish and update your daily location.

Legal responsibilities

Be aware of your responsibilities as a retailer. Understand your obligations including returns and refunds, product warranties, product safety and consumer guarantees. See the ACCC and Consumer Affairs Victoria websites for more details:

<https://www.accc.gov.au/business/treating-customers-fairly>

<http://www.consumervic.gov.au/shopping>

It is good business practice to provide a receipt to customers. A receipt is proof of purchase and helps protect you in the event of customers returning goods.

Trader behaviour

Any abusive or threatening behaviour towards any employee acting on behalf of Queen Victoria Market, contractor, trader or member of the public will be taken very seriously.

HOW DO I STAY SAFE?

Online Induction

All new and existing traders of QVM are required to undertake the QVM online induction annually. The induction covers various topics such as hazards, incident reporting, emergency response, Code of Conduct and forklift safety. As a new trader, this must be completed prior to your first day of trade. Log on and follow the prompts at www.qvm.com.au/online-inductions

Occupational health and safety

Section 21 of the Occupation Health and Safety Act 2004 requires every person who manages a business whether large or small is responsible for the ongoing health and safety of their employees, themselves and the general public. It is a further requirement under the Act that each business owner conduct a risk assessment in relation to all their business activities. In the case of a Market stallholder this would include your set up and pack down procedures as well as your trading activities.

You should also conduct regular safety audits within your trading area to identify any safety issues and rectify any problems immediately.

Incidents

As part of its Occupational Health and Safety management, QVM has a process for reporting incidents and near misses. Stallholders are encouraged to report any incident, including near misses to the Market Office who will record these in the Salesforce Incident Database.

Security

Please be aware that, as with all busy locations, pickpockets and thieves are active in the Market. Be alert at all times. The best way to deter thieves is by being attentive to your customers. Remember to keep an eye out for your neighbours.

QVM employs security guards. Their role is to act as a deterrent only. Legally they cannot act unless they actually witness a crime. In the event of a crime your first course of action should be to contact the police and then notify the Market Office or Security. It is important that you notify the Market Office so that any criminal activity can be logged for use by the police in building a profile of activity on the site. Do not leave cash in your vehicle or storage box, even if these are locked.

If you need to contact Security onsite, call 0414 550 451.

Emergency procedures

In the case of an emergency, you should follow the direction of the Market staff as they are trained to handle emergency situations. The attached map shows the location of hose reels throughout the Market and the emergency assembly area. Please ensure your staff are made aware of the fire equipment and their locations.

First Aid

All QVM Market Officers and security guard officers hold appropriate first aid qualifications and can be contacted for assistance in case of a serious injury.

WHAT SUPPORT IS AVAILABLE?

Contacts and support

Market Office

If you have any concerns or enquiries as a stallholder at the Queen Victoria Market please do not hesitate to contact any of our staff at the management office at F1.

The QVM Staff listed are available to assist with all matters regarding daily operations at the Market or your licence.

Telephone Inquiries:

General Inquiries	9320 5822
Stall Cancellations	9320 5845 or 0418 222 119
Operations phone number:	0418 222 119 or email: qvmoperations@qvm.com.au
Security (Hope Security)	0414 550 451

Queen Victoria Market Trader Representative Committee (QVMTRC)

The Committee represents the interests of traders in the market and engages with Market management on their behalf. They are appointed by their particular trader group and are the first point of contact for any questions that you have about operating in the Market.

Trader bulletin

A newsletter is hand delivered and emailed to all traders every two weeks. The newsletter provides you with important updates, market news and resources. If you haven't received a copy, please speak to your Precinct Manager.

Vic Traders Website

A website has been set up by the trading community.

victraders.com

Email: general_merchandisetraders@iinet.net.au

facebook: [/victraders](https://www.facebook.com/victraders)

instagram: [@GMTraders](https://www.instagram.com/GMTraders)



Marketing support

List your business on qvm.com.au

Promote your business free of charge with a listing on the Queen Victoria Market website. To list your business, please fill out the online form.

Remember to include a brief description of your business and the products you sell. Include keywords customers may use to search for your business, products of produce.

Monthly Marketing Email to Traders

Each month the Marketing Team send an email to traders that includes information on marketing and promotional activities, opportunities for traders along with marketing and digital resources for your businesses.

The email you register with QVM on your licence will automatically be added to the mailing list. If you wish to add or change the email, please contact us on marketing@qvm.com.au

Cooperative marketing program

Traders at the Queen Victoria Market have the opportunity to apply for \$500 of funding that can be contributed to a marketing activity of their choice.

The program is designed to assist traders in promotion of their business through targeted promotional packages, including traditional and digital marketing, Australian Made collateral and professional photography.

For more information or to receive an information pack and application form, please email marketing@qvm.com.au.

Shopping vouchers

Market shoppers can purchase a gift voucher in denominations of \$5, \$10 or \$20. Vouchers are redeemable at any shop or stall at the Market or at QVM events.

We ask you to accept vouchers and to treat them as if they were cash by providing change to the customer if required.

Any vouchers presented at your shop or stall can be redeemed for cash (for the face value of the voucher) at the Cashiers Office located at the Rear of 513 Elizabeth St, Melbourne.



Marketing initiatives

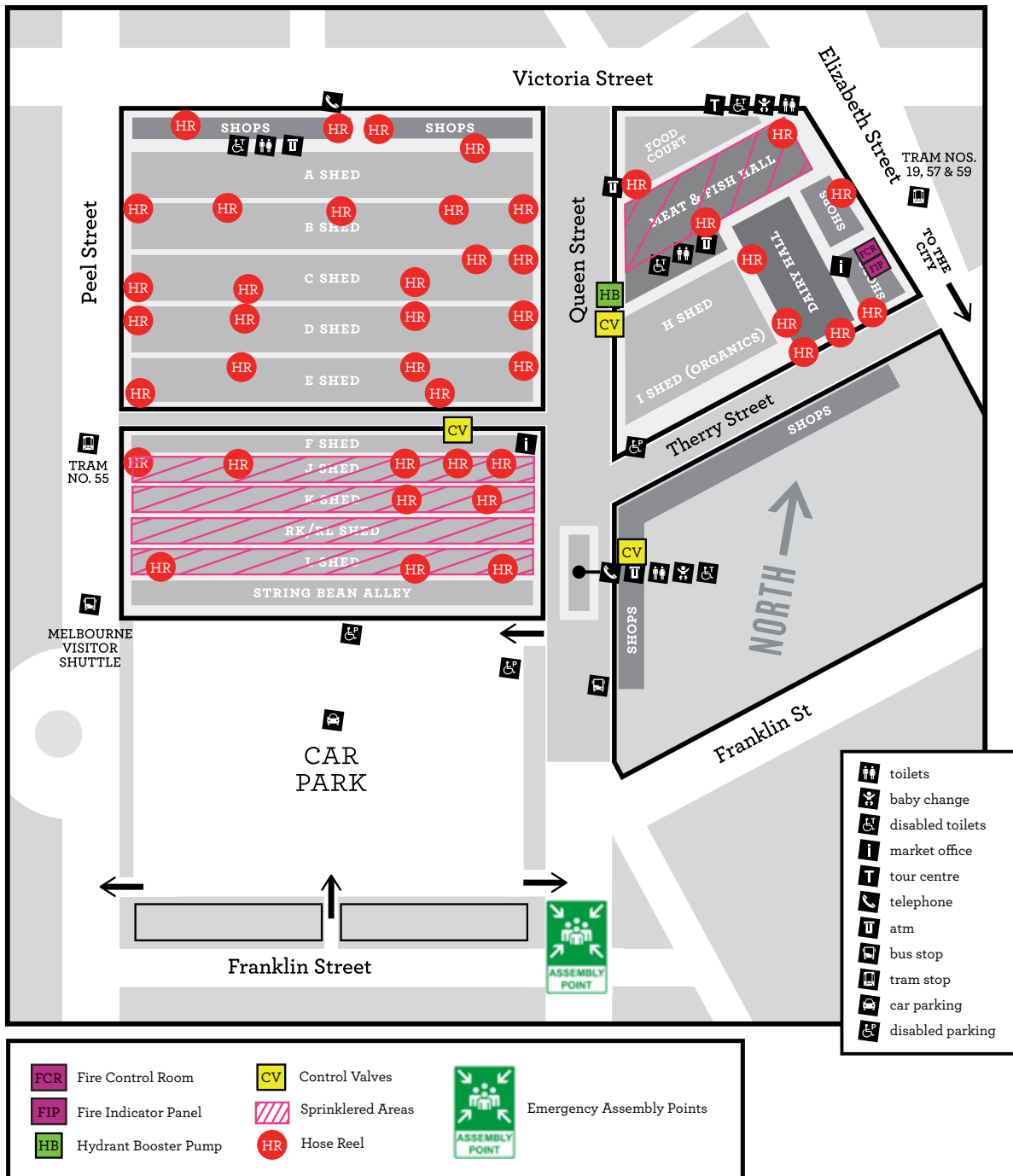
QVM delivers a comprehensive marketing strategy each year and will approach individual traders to participate in these initiatives, based on their suitability. In addition to benefiting the individuals involved, the marketing initiatives are intended to raise the profile of the Market as a whole.

Whilst the decision to participate in one of these initiatives is entirely yours on having agreed to participate, you are obliged to honour that commitment and failure to do so will be treated as a breach of licence.

For further enquiries regarding marketing assistance for traders, please email marketing@qvm.com.au

MAPS

Emergency Services Map



Market Visitor Map

