



QUEEN VICTORIA MARKET NEW STALLHOLDER INFORMATION PACK



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INTRODUCTION

The Queen Victoria Market (QVM) has been the heart and soul of Melbourne for more than a 140 years. An iconic landmark spread over two city blocks, QVM is 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 part of Melbourne's history and the CBD landscape, well known and loved for its affordable and abundant shopping, entertainment, the Market offers a variety of experiences every single day.

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 and new trading options. Our goals are to engage with small businesses that offer a strong point of difference and that build upon the Market's reputation as a shopping destination and community meeting space.

QVM is managed by Queen Victoria Market Pty Ltd, and look after the day to day operations of the Market and provide a number of support services to Market traders.

The New Stallholder Information Pack is intended to assist new stallholders in understanding the Market and the requirements of Queen Victoria Market Pty Ltd (QVM Pty Ltd) in operating their business.

TRADING AT QVM

Before you commence trading at Queen Victoria Market, you must have:

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

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 best understand if the Market is a place you would like to continue doing business.

After this initial 4-week trial, you have the opportunity to re-sign for a further two-month 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 determine next steps.

Stallholder licence (SL)

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

You may appoint a manager to operate your stall on your behalf. However, you will require QVM management'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's approval.

Permitted use activities

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 consumer focused retail mix.

To vary anything in your range or concept you must apply and obtain the QVM management'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 and 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 Pty Ltd and provide an updated direct debit authority.

As at November 2018, casual fees for general stallholders are as follows per **single stall**:

	General Merchandise	A & B Sheds	H & I Sheds
Tuesday	\$22.64	\$17.65	\$17.65
Thursday	\$22.03	\$29.27	\$29.78
Friday	\$24.28	\$43.55	\$43.55
Saturday	\$42.43	\$51.82	\$52.94
Sunday	\$57.94	\$42.43	\$43.04

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, ask. Trading statements are issued electronically by the QVM Pty Ltd.

Insurances

Public Liability Insurance:

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

Product Liability Insurance:

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

Stallholders must not do anything at the Market which may cause the QVM Pty Ltd 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 Pty Ltd the stallholder must reimburse QVM Pty Ltd 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 stallholder’s business. Evidence of this policy must be produced if requested by QVM Pty Ltd.

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 (Business Hours)	0414 315 746 (Hanan)
B.D & R.J Moulton	0433 920 656 (Ben)	0409 387 679 (Ryan)
Danny Gelai (D Box Hire)	9397 3226 (All Hours)	0411 862 942
Dependable Box Hire (David Peck)	9329 5291 (Business Hours)	0412 581 051

Box cancellation (before 7pm) 9329 5291 or 9329 2215

Storage boxes are delivered to your stall (for stallholders with regular stalls) or to the centre way of L shed depending on the trading day. All boxes must be stored within the licenced stall boundaries or stored in 176 Franklin Street (talk to your box hire operator to arrange).

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 and will attract a fee from QVM Pty Ltd if left outside your stall.

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:

	Specialty Shopping	Fresh Produce
Tuesday	8.00am to 2.00pm	6.00am to 2.00pm
Thursday	8.00am to 2.00pm	6.00am to 2.00pm
Friday	8.00am to 3.00pm	6.00am to 5.00pm
Saturday	8.00am to 3.00pm	6.00am to 3.00pm
Sunday	9.00am to 4.00pm	9.00am to 4.00pm

Adherence to trading hours at the Market

The Operations team monitor adherence to trading hours.

If traders fail to trade in accordance with advertised trading hours they may receive an infringement. The process for adherence to trading hours is as follows:

- Individual discussions will be held with traders to discuss any barriers to trading within agreed advertised hours;
- Infringements will be issued, in line with the current licence or lease agreements; and
- Traders who receive three or more infringements within a six-month period will be in breach of their lease or licence and may have their lease or licence suspended or cancelled.

For the purposes of adherence to advertised opening hours, trading means an open shop or stall, stock available and the ability to serve customers. Allowances will be made in exceptional circumstances, emergencies and rare instances of extreme weather.

Car Parking

You may park in the Queen Victoria Market car park. A limited number of discounted all-day parking vouchers are available for traders on Tuesdays, Thursdays and Fridays, for more information please contact the car park attendants.

There are a number of multi-storied car parks in close proximity to the Market, which are very reasonably priced for all day parking, especially if making use of early bird rates. Examples include 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 blocking 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 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 (between Franklin and Victoria Streets) is closed to through traffic on Sundays between 8.30am and 4.00pm. 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 and is strictly enforced.

Casual allocations

Casual stall allocation commences at 7.15am each trading day at the Trader Hub, Shop 1, F Shed (referred to as F1). The Market Officers have a list of casual stallholders ranked according to commencement date. Please wait for your registered stallholder name (or business name) to be called before approaching the Market Officer to select a stall.

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:

- If you are not attending on one or more of your allocated days please SMS 0418 222 119 (this is the Market Operations number and is the preferred option for cancellation). Alternatively use the above number or the stall cancellation land-line 9320 5845 and leave a message clearly stating your stallholder name and the day/s and date/s you will be absent.
- 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.
- This process is currently under review and can be changed at any time by QVM.

HOW DO I STAY SAFE?

Online Induction

All new and existing traders of QVM Pty Ltd are required to undertake the QVM Pty Ltd 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 states 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 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. The QVM Health and Safety Policy can be found in the Appendix.

Incidents

As part of its Occupational Health and Safety management, QVM Pty Ltd has a process for reporting incidents, hazards and near misses. Stallholders should report any incident, hazard or near miss to the Market Office who will record these in the Incident Database and then arrange for an investigation and follow up corrective action if required.

Security

Please be aware that, as with all crowded locations, pickpockets and thieves may be 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 Pty Ltd employs security guards to assist in providing a safe and secure environment. However, 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 and security 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. Refer to the Appendix for a copy of the emergency plan.

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 contact any of the Operations staff or your Precinct Manager. The QVM Pty Ltd Staff list is available to assist with all matters regarding daily operations at the Market or your licence.

Telephone Inquiries

General Enquiries	9320 5822
Stall Cancellations	0418 222 119 (SMS Only)
	qvmoperations@qvm.com.au
Security (M.A Security)	0414 550 451

Queen Victoria Market Trader Representative Committee (TRC)

The TRC represents the interests of traders in the Market and engages with QVM Pty Ltd 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

An e-newsletter is emailed to all traders every two weeks. Limited printed copies are available at the Trader Hub if required. The newsletter provides you with important updates, Market news and resources. In addition to this, you may also receive email updates or an SMS from QVM management from time to time. These are usually important market-related matters and it is recommended all stall holders have an email and mobile number registered with QVM Pty Ltd. To update your contact details speak to your Precinct Manager.

Vic Trader Website

A website has been set up by the trading community.

victraders.com

Email: generalmerchandisetraders@iinet.net.au

Facebook: @victraders

Instagram: @GMTraders

Trader Lounge - 266 Victoria Street


All market traders and their staff can access the Trade Lounge at 266 Victoria Street, opposite the market.

The lounge features free WiFi, printing, meeting spaces and business support services as well as toilets and areas to take a break. The lounge is accessed with a security swipe card. To apply for a security card, please speak to your Precinct Manager, drop into the lounge during staffed hours or visit www.qvm.com.au/trader-support

Trader Lounge hours:

6am to late afternoon from Tuesdays to Sundays

Staffed hours - Tuesday to Friday 10am - 2pm



Free and confidential business support

Through the Trader Connect program, all market traders can access free and confidential business advice and support from the Small Business Mentoring Service (SBMS).

SBMS offers independent one on one advice and the necessary tools to allow you to run your business better. The mentors have diverse and interesting backgrounds and offer wide experience across a full range of business areas that can be tailored to individual business priorities. Drop in the Trader Lounge during staff hours to speak to a mentor or visit the [website](#).

Trader Connect: supporting traders throughout renewal

The City of Melbourne has committed \$250 million to secure the Queen Victoria Market's place as traditional open-air market.

Market traders are a critical part of what makes the Market a unique shopping environment. To ensure traders succeed and thrive throughout renewal and beyond, Melbourne City Council has established Trader Connect, an \$8 million support program and fund. Key aspects of the program include a trader lounge and free and confidential business advice.

The program has been developed with the involvement of market traders, and is delivered in partnership by Queen Victoria Market Pty Ltd and the City of Melbourne.

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 simply fill out the [online form](#).

Cooperative Marketing Program

Traders at the Queen Victoria Market have the opportunity to apply for \$500 of funding (per financial year) that can contribute 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, professional photography and advertising.

All traders are eligible to participate, and you must submit an application form and have the project approved by the Marketing department prior to any works commencing. Contact marketing@qvm.com.au or your Precinct Manager for a copy of the application form and packages guide.

Social Media & E-Newsletter

Daily social media posts and monthly e-newsletters are delivered to an extensive database of Market enthusiasts. If you would like to be featured on any of these platforms, please contact marketing@qvm.com.au

Marketing initiatives

QVM delivers a comprehensive marketing strategy each year and will approach individual traders to participate in these initiatives, based on their suitability.

Bi-Monthly Marketing Newsletter

Every two months 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 business.

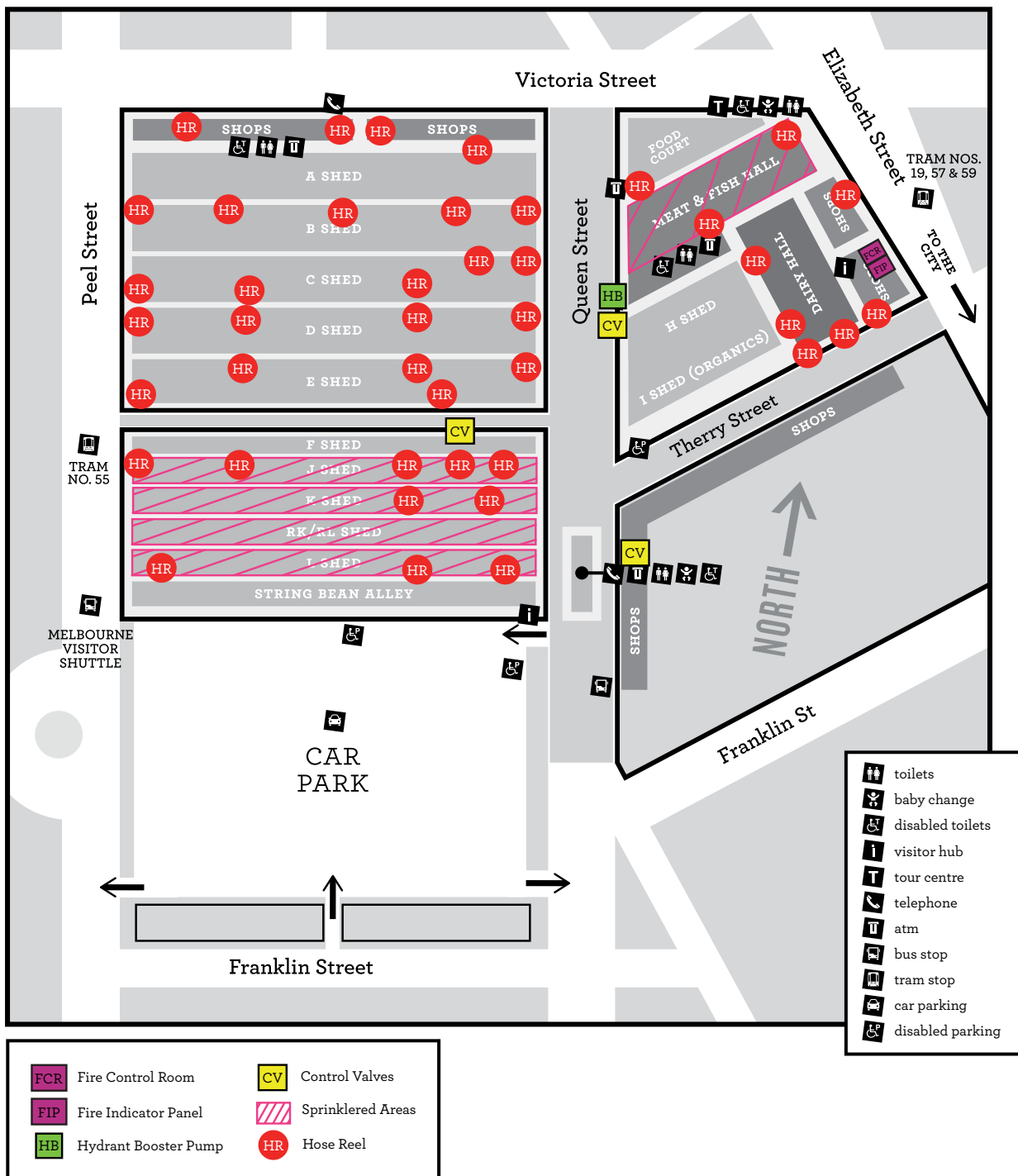
The email address you register with QVM on your licence will automatically be added to the mailing list. If you wish to change the email, please contact marketing@qvm.com.au.

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. You are required to accept all valid 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 Trader Hub.

















APPENDICES

Map of Queen Victoria Market



APPENDICES

Emergency response

<p style="text-align: center;">Emergency Numbers</p> <p style="text-align: center;">FOR ALL EMERGENCY SERVICES</p> <p style="text-align: center;">  DIAL  POLICE 000  FIRE  AMBULANCE </p> <p style="text-align: center;"> MARKET OPERATIONS: 0418 222 119 SECURITY: 0414 550 451 </p>	<p style="text-align: center;">Fire - Code Red</p> <p style="text-align: center;">IN CASE OF FIRE (ATTEMPT ONLY IF SAFE TO DO SO)</p> <p>REMOVE: Any person/s from immediate danger. Stay low</p> <p>ALERT: Raise the alarm. Dial 000 for Emergency Services</p> <p>CONTAIN: Close doors & windows to confine smoke/fire</p> <p>EXTINGUISH: Attempt to extinguish the fire (use PASS)</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p>P PULL</p>  Pull pin, break seal, unclip hose and test </div> <div style="text-align: center;"> <p>A AIM</p>  Aim contents across base of fire/ flames </div> <div style="text-align: center;"> <p>S SQUEEZE</p>  Squeeze operating handle (trigger) </div> <div style="text-align: center;"> <p>S SWEEP</p>  Sweep contents from side-to-side </div> </div> <p style="text-align: center;">IF YOUR SAFETY IS AT RISK, EVACUATE </p>
<p style="text-align: center;">Medical - Code Blue</p> <p> DANGER Ensure the area is safe for everyone, including yourself</p> <p> RESPONSE Ask them their name and squeeze shoulders to check for a response</p> <p> SEND FOR HELP Call 000 (yourself or someone else). Ask for an ambulance</p> <p> AIRWAY Open mouth & check for obstructions. Tilt head with chin lift to open airway</p> <p> BREATHING Check for breathing - look, listen & feel. If not present, begin CPR</p> <p> CPR 30 chest compressions:2 breaths. Continue until help arrives or patient recovers</p> <p> DEFIBRILLATION Apply defibrillation machine. Follow instructions</p>	<p style="text-align: center;">Active Shooter</p> <p>When Code Black is announced due to threat of active shooter in the market</p> <ul style="list-style-type: none"> • Listen carefully to all instructions made over the PA or SMS • Escape: Visitor, Traders and Employees should consider evacuating the market if it is safe to do so. They should leave behind most belongings and determine the safest escape route before beginning to move. Maintaining concealment or cover from gunfire while moving is also important. • Hide: If safely evacuating the venue is not possible, Traders, visitors employees should seek to hide in a secure area where they are out of sight of gunman. Mobile phones should also be turned to silent. • Take action: If the option of hiding in place is adopted, individuals may also need to consider options to disrupt and/or incapacitate the active shooter in the event they are located. This can include using or throwing available objects or using aggressive force when confronted. Such action should only be taken as a last resort and in order to protect the life of the individual or others in that area <p style="text-align: center;">This information is provided by the AUSTRALIA-NEW ZEALAND COUNTER-TERRORISM COMMITTEE</p>
<p style="text-align: center;">Workplace Confrontation - Code Black</p> <p>During an intrusion it is important to stay calm; the overall aim is to try to ensure the offenders leave the premises as soon as possible, without injuring or harming anyone. Remember CODE:</p> <p>Calm: Try to remain calm, stay away from the personal space of the offender</p> <p>Obey: Obey all instructions, avoid making any sudden or unexpected movements</p> <p>Description: Once the offenders have left, note anything you can remember.</p> <p>Evidence: Isolate and secure the area. Call the police as soon as it is safe</p> <p style="text-align: center;">Make no attempt to chase after or corner an offender</p>	

APPENDICES

Emergency response

Evacuation

ON SOUNDING OF THE ALERT TONE: "BEEP...BEEP"

- Be aware of a possible emergency situation occurring
- Prepare to evacuate; begin to secure your tenancy.
- If smoke/fire/incident is discovered, commence evacuation & report this immediately to Market Operation or Security
- Prevent others from entering the hazardous zone & alert surrounding people.
- If safe & trained to do so, attempt to extinguish the fire/contain the emergency incident.

ON SOUNDING OF THE EVACUATION TONE: "WHOOOP...WHOOOP" OR BEING INSTRUCTED TO EVACUATE BY MARKET OPERATION /SECURITY

- ∇ Direct customers to the Evacuation point A1 or A2 as instructed by the Chief Warden
- ∇ Secure the tenancy (if safe to do so)
- ∇ Evacuate and proceed to the EVACUATION AREA
- ∇ Remain at the ASSEMBLY AREA and await further instructions from the responding authorities

Assembly Area

The map shows the layout of Queen Victoria Market. It is bounded by Elizabeth Street to the north, Victoria Street to the west, Peel Street to the south, and Franklyn Street to the east. The northern section contains the Dairy Hall, Meat Hall, Food Court, and sheds H and I. The southern section contains sheds A through M, along with a truck/RL shed and a loading shed. Two assembly areas are marked: A1 is located at the intersection of Queen Street and Franklyn Street, and A2 is located on Peel Street. Green arrows indicate evacuation routes from various parts of the market towards these assembly areas.

AT THE ASSEMBLY AREA:

Report any missing person to the responding authorities.
DO NOT re-enter the Market until instructed by the responding authorities.