



A new look Rocks Markets commenced trading on Friday 19 September 2008.

Sydney's most authentic Farmers Market now operates in Jack Munday Place on Fridays and Saturdays. Customers can shop for farm fresh produce, chat to the farmers and producers about their philosophy towards organic sustainability, check the food miles at every stall, and walk away with a Parisian style Rocks Farmers Market hessian bag laden with taste and goodness.

A new Designers Market now operates in Playfair Street every Saturday and Sunday. Everything in this Market is made by a designer with a creative approach to fashion, jewellery, gifts, homewares and beauty.

To ensure that The Designers Market offers a fresh, vibrant experience each week, there are no 'permanent' Stallholders. Stalls are hired for either one weekend or four weekends, through an online booking and payment system. If you are successful, you will be issued with an online user name and password which is valid until 23 May 2010.

At the end of May, the Authority will review the product range of all Registered Stallholders to ensure that they are still suitable for The Rocks Market. After this time, if the Authority decides that the products are no longer suitable, then the Authority will notify you that your Registration has come to an end. If you believe you fit the profile of a Designers Market stallholder, and would like to apply for registration for the opportunity to join this Market, please complete this application form and return it to:

[therocksmarket@shfa.nsw.gov.au](mailto:therocksmarket@shfa.nsw.gov.au)

If your application is successful, we will contact you soon for an interview and an opportunity for you to show us your products.

Queries Call

9240 8717

**1. CONDITIONS of APPLICATION FOR REGISTRATION FOR DESIGNERS MARKET**

- a) The issue of this Application for Registration does not commit the Authority to proceed with any offer of a stall at The Rocks Markets. Receipt of an Application does not oblige the Authority to offer Stall Registration to the Applicant.
- b) The Applicant will bear all costs associated with the Application for Registration.
- c) The Authority and its respective employees and agents, shall have no liability (including liability by reason of negligence) for any loss, damage, cost or expense incurred or arising by reason of any person using or relying on the information and whether caused by reason of error, omission or misrepresentation in the information or otherwise.
- d) The Applicant can withdraw the Application for Registration at any time during the initial call for Applications for Registration or once the Stallholder's Application for Registration has been accepted.
- e) The Authority is subject to the Freedom of Information Act (Cth)1982 and the Privacy Act (Cth) 1988. The Applicant should identify those components of its Application that it believes are 'Commercial in Confidence'.
- f) The Applicant will be asked to attend an interview with the Authority. If asked to an interview, the Applicant must bring a variety of product samples and be prepared to answer detailed questions about product development, business experience, and the creative process. (Note: The Authority will not keep product samples.)
- g) The Authority will advise the Applicant whether or not its Application for Registration has been considered and the outcome of that consideration.
- h) The Application for Registration will be retained by Sydney Harbour Foreshore Authority and will become the property of the Authority.
- i) The Applicant authorises the Authority to make information concerning the Applicant available to other NSW government agencies.
- j) Applicants may request that the Authority not disclose information which would place them at a substantial commercial disadvantage with their competitors. Applicants should provide detailed reasoning for those elements of Application they would like considered as "Commercial-in-Confidence".
- k) A request for "Commercial-in-Confidence" consideration does not necessarily prevent disclosure. The Authority will advise successful Applicants what information it agrees not to disclose. The Authority's decision about disclosure is final. Applicants may not make any claim against the Authority in relation to any disclosure. A decision by the Authority under this Condition is not a decision which falls within any dispute resolution procedures specified in the contract being tendered for.
- l) Successful Applicants must agree to be bound by the The Rocks Markets Rules, which are included on the following pages.
- m) Approval of Applications for Registration as a Stallholder will at all times be in the absolute and unfettered discretion of the Authority.

## 2. DESIGNERS MARKET APPLICATION FORM

### Personal Details:

First Name:

Surname:

Company Name:

ABN:

Registered  
Partners/Directors:

Trading Name (if  
applicable):

Residential Address:

Suburb:

State:

Postcode:

Postal Address:

Suburb:

State:

Postcode:

Contact Numbers: (Bus)

After hours:

Fax:

Mobile:

Email:

Website address: <http://>

### TYPE OF PRODUCT/ DETAILED PRODUCT DESCRIPTION

Please note that if successful, we will use the words you write here to describe your Permitted Use in the Stallholder Agreement. You will only be able to sell the item or items described as your Permitted Use. The Authority reserves the right to offer you a Stallholder Agreement that includes some elements you list here and excludes others. Please be as detailed as you can. Please include price range.

**THE ROCKS MARKETS: APPLICATION FOR REGISTRATION AS A DESIGNERS MARKET STALLHOLDER**

Which of these best describes your product?

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> I design it                                   | <input type="checkbox"/> I partially design it | <input type="checkbox"/> Manufactured in Australia              |
| <input type="checkbox"/> I manufacture it                              |  | <input type="checkbox"/> Uses Australian ingredients/components |
| <input type="checkbox"/> Others manufacture it (describe who they are) |  | <input type="checkbox"/> Uses organic ingredients               |
| <input type="checkbox"/> I hand make it                                |  | <input type="checkbox"/> Uses recycled ingredients/components   |
| <input type="checkbox"/> Others hand make it (describe who they are)   |  |   |

Describe the materials used in creating your product

Describe what makes your product innovative/rare/individual/distinctive

Do you retail the product/s elsewhere?  Yes  No If Yes, where?

Do you have any market experience?  Yes  No If Yes, which market/s (please list place & year)

Describe your past business experience

How frequently do you (or the maker) propose to make/demonstrate making your product at The Rocks Markets?  every weekend  sometimes  never  not applicable

Describe any environmentally sustainable initiatives you use during the making/ production/ manufacture/ packaging or retailing of your product.

**3. APPLICANT'S AGREEMENT**

I have read and understood The Conditions of this Application for Registration.

Name of Applicant 1:

Name of Applicant 2:

Date:

Date:



#### **4. ROCKS MARKETS Stallholder Agreement**

All Registered Stallholders must sign a Stallholder Agreement. The basic conditions of this Stallholder Agreement are included here. Stallholders who are offered Registration will be provided a full copy of the Stallholder Agreement for review.

##### **4.1 Fees**

As a booking fee, you must pay the Authority \$118 per day (inclusive of GST) or \$236 per weekend (inclusive of GST) for the right to use the stall. The booking fee must be paid in advance online through the Rocks Markets Stallholder Booking System.

##### **4.2 Trading days and hours**

10.00am - 5.00pm or as notified by the Authority on the Saturdays and Sundays specified in this letter. Stallholders must conduct business from the stall at all times during the trading hours.

##### **4.3 Temporary basis**

The right of occupation of a stall at The Rocks Markets is a temporary licence. Occupation of the stall will only be as a casual stallholder for the weekends where a successful online booking is made. The Authority has absolute discretion to grant or revoke this right at any time.

##### **4.4 Venue**

The actual location of the stall at The Rocks Markets will be at the Authority's discretion and may change from time to time. Stall allocation is on a first come first served basis.

##### **4.5 Use of the stall**

Stallholders must only use and occupy the stall for retail sale of [describe products]. Other stallholders may be permitted to conduct a similar business at the Rocks Market. All goods and merchandise offered for sale or sold by Stallholders must comply with relevant safety and compliance standards.

##### **4.6 Stall Furniture**

The Authority will provide and erect weather protection and provide a table. No storage is available. For an additional charge, there is electricity supply to a limited number of stalls. Availability of electricity is on a first come, first served basis.

##### **4.7 Timing for Loading and Unloading**

Morning: Between 7.30am and 9.45am      Evening: Between 5.00pm and 6.00pm. Vehicles are prohibited within the Rocks Markets during trading hours.

##### **4.8 Payment Method**

Stallholders will be given a web-login identity and password. All payments must be made online by credit card or PayPal. The Authority does not accept American Express or Diners Club. Stallholders will receive a tax invoice online after the payments have been processed.

##### **4.9 Clean and Proper Condition**

Stallholders must conduct themselves in a proper, polite and orderly manner at all times and keep noise to a minimum. Stalls must be kept in a clean and tidy condition.

##### **4.10 Signage**

Stallholders may display a trading or business name provided that it is on a professionally prepared sign no wider than the stall. Chalk art, prepared freshly each week, is the minimum standard of presentation. Stallholders must not display any other form of signage without first obtaining the Authority's written consent.

##### **4.11 Promotion**

The Authority can advertise and promote Stallholders in connection with the Rocks Markets. Stallholders must not do so without first obtaining the Authority's written consent.

##### **4.12 Insurance**

Stallholders must take out and maintain adequate product insurance at all times and a minimum \$10 million public liability policy.

## **5. ABOUT SYDNEY HARBOUR FORESHORE AUTHORITY**

Sydney Harbour Foreshore Authority is a statutory body representing the Crown and incorporated under the Sydney Harbour Foreshore Authority Act 1998. The Authority has a Board and a Chief Executive Officer and is also subject to the direction of the Minister for Infrastructure and Planning. The Authority acts as a landowner and developer of property in Sydney, and manages both its own property assets and those of other government agencies.

In all its roles, Sydney Harbour Foreshore Authority has a single-minded Vision: to make unique Sydney places that the world talks about.

The Rocks is one of those unique places. A cosmopolitan commercial location at the northern edge of Sydney's Central Business District nestled beside the Sydney Harbour Bridge and overlooking the Sydney Opera House, Circular Quay and the Overseas Passenger Terminal, The Rocks is within five minutes walk of trains, buses and ferries and close to the stopping points for major harbour cruises.

## **6. THE ROCKS MARKETS**

After 16 years as a Sydney icon, The Rocks Markets are growing and changing to meet the needs of The Rocks Target Markets. Applications for Registration will be assessed against their ability to meet the needs of the Target Markets whilst complementing the overall stallholder mix at The Rocks Markets.

Our research shows that more than half of the people who visit The Rocks are Sydneysiders, not tourists. It shows that the local resident population is large and growing fast. It shows that the workforce we have attracted belongs to the creative class. It shows that The Rocks has outgrown its tourism brand and that new businesses locating here must stand out from the crowd if they are to succeed.

### **Local Residents**

The Rocks has 3,500 residents within a 10 minute walk of The Rocks Centre, the heart of The Rocks. Residents shop for groceries, newspapers, fresh food, fashion, arts and crafts, enjoy our restaurants and pubs and parks and cafes.. When Barangaroo (currently the East Darling Harbour site) is established, another 1,500 residents will join them.

### **Creative Businesses**

The Rocks is a hub for creative businesses with more than 80 marketing, tourism, retail, advertising, architecture and arts agencies occupying heritage spaces. Over the next five years, around 2000 more workers are expected to join them.

### **CBD Workers**

27,500 office workers are within a 10 minute walk of The Rocks. They come here for lunch and after work to relax and enjoy the lifestyle, the cafes, restaurants and pubs, the free Wi-Fi in our public places and walking around The Rocks quirky lanes. When Barangaroo is established the local working population is expected to grow by another 10,000.

### **Sydneysiders**

Sydneysiders flock to The Rocks to enjoy its lifestyle offerings – from restaurants to shops, from parks to heritage icons, from the Market to the regular retail experiences. The Rocks is also a place for kids, with over 25,000 students visiting each year in school groups to learn about our city's history.

### **Tourists**

Tourists come from around Australia and the world to see the site of Australia's first European settlement. They gather information at the Sydney Visitor Centre in the heart of The Rocks and shop for take-home treasures to remind them of their visit to Sydney. Mostly they like to go where Sydneysiders go and do what Sydneysiders do. Modern tourism is about experiencing life as a local.