

Melbourne Farmers Markets Attendance Policy & Online Booking Schedule

Melbourne Farmers Markets (MFM) endeavour to achieve a balanced range of stallholders at each market, offering shoppers a variety of Victorian produce and products.

Attendance Policy

Changes to attendance

As per section 3. MFM Market Day Regulations for Stallholders;

'Once an agreement is made on your attendance, it is the expectation of MFM that the stallholder will notify MFM of any changes to attendance, at the earliest convenience...

If a stallholder does not notify cancellation of attendance 48 hours prior to the commencement of a market...they will be issued with a warning. If lack of notification occurs on more than 3 occasions, MFM will review the stallholder's participation at all MFM markets that the stallholder attends with possible cancellation of the agreement.'

If a stallholder is not attending an upcoming market, notice must be given to the MFM office immediately via:

email: info@mfm.com.au

phone the MFM office: (03) 9419 0826

phone/text the MFM market mobile: 0429 146 627

Verbal changes to attendance on market days are not ideal and often lead to confusion. Always notify MFM of changes in writing and include trading name, contact number and corresponding market/s.

Market trial period

As per section 4.2 MFM Market Day Regulations for Stallholders;

To establish stallholder suitability, the first three months of market operations will be considered the market trial period. The three-market trial period is for three reasons:

- 1. For the stallholder to test out the market over an extended period of time, as it's hard to gain a real feel for how the market will work after just one market: shoppers may take a few markets to adjust their buying habits to include new stallholder. Three markets is, in MFM's experience, enough time for both stallholder and shopper to get to know one another better and by the third market for a stallholder to have a feeling for potential sales, returning customers, feedback etc.*
- 2. To test out how the new stall offering fits into the market mix more generally. MFM work hard to ensure that new stallholders complement the market mix rather than have a negative impact on existing stallholders' trade, and we can get a feel for this after three markets.*
- 3. It allows MFM and new stallholders a 'get to know you' period to ensure it will be the start of a positive partnership.*

During this trial period, if a stallholder's product is found to conflict with the existing market mix or their conduct found to be unsatisfactory, MFM reserves the right to dismiss the stallholder at any point without prior notice.

If for any reason the market is not suitable to you, you can discontinue at the end of the three market trial and/or go back onto our waiting list for any other market opportunities that may pop up in the future. Once the 3-month trial period has concluded, stallholders will be accepted and their market attendance will be reviewed on an annual basis, or as necessary.

Attendance all other times

As per section 4.3, MFM Market Day Regulations;

After the initial market trial period, MFM reserve the right to dismiss any stallholder with a minimum of one month's notice. However, if it is found that a stallholder has acted in a way that is detrimental to the reputation or the interests of the market, or not in accordance with the MFM Market Day Regulations for Stallholders or the partnering market organisation, MFM has the right to dismiss that stallholder without prior notice.

Online Booking Schedule

MFM operates an online booking system through Trybooking for confirmation and payment of stalls for the Uni Melb, Carlton, Coburg and Fairfield Farmers' Markets*

The following steps detail the online booking schedule and expectations of MFM stallholders attending the above-mentioned markets:

1. Market Booking Notification and Reminders:

1.1 The week prior to market day:

A 'BOOK NOW' email with the specific market booking link will be sent to market stallholders. The booking link directs stallholders to the Trybooking website where payment of stall fees (incl. VFMA levy) can be completed. Payment is confirmation of a stallholder's attendance at the market and stallholders will receive an email confirmation of the booking from Trybooking once payment has been made.

If a stallholder has booked for a market date in advance, prior to the 'BOOK NOW' email, there is no further action required for that market date.

1.2 The week of market day:

MFM will send one text reminder the week of the market to stallholders that are yet to book via Trybooking.

Market sites will not be allocated or kept for a stallholder unless a booking has been completed before the booking closure.

Any cash payment of stall fees on market day and bookings made by the MFM office on a stallholder's behalf will be required to pay a \$10 administration fee, unless otherwise arranged with MFM.

**NB: MFM is not responsible for the stall fees at Collingwood Children's Farm, Gasworks and Slow Food Melbourne. They have their own individual payment methods for stall fee collection.*

2. Online booking closing times:

Wednesday markets: booking closes at 8am the Friday before the Wednesday market.

Weekend markets: booking closes on Wednesday 8am before a weekend market day.

3. No notice or no show, no refund:

3.1 If a stallholder fails to notify MFM that they are unable to attend with less than 48 hours notice prior to the market, a booking refund or forward payment will not be issued.

3.2 If stallholders do not notify MFM of non-attendance at a market/s on more than 3 occasions, MFM will reconsider their participation at all of our markets.

3.3 If we have not received an online booking from a stallholder or they have not been in contact notifying us why we haven't received a booking by the closing time, we will assume the stallholder is not attending. We will start looking for a replacement stallholder.

Having to chase up a stallholder who has an ongoing attendance arrangement to ensure that they will be coming, only to find out less than 48 hours until the market that they won't be attending does not give us enough time to find a fill in. When we can't find a replacement in time and stallholder numbers are reduced, the market as a whole suffers.

MFM understands that there are special circumstances under emergency and last minute situations, and these will always be considered, but we encourage each stallholder to have contingencies set in place for such events and ensure MFM contact details are accessible to improve communications.

We look forward to establishing and maintaining positive relations with all producers in creating vibrant, bustling markets.

Thank you,

The team at MFM