



Attendance & Stall Payment Policy

Melbourne Farmers Markets (MFM) is a not-for-profit social enterprise that is dedicated to Victorian food and producers, regional food cultures, seasonal produce, biodiversity, sustainable farming practices and strengthening relationships between the consumer and the producer.

MFM directly reinvests any profits made back into the organisation to continue operating accredited markets, and further opportunities and platforms for Victorian farmers and producers to sell their produce and wares.

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

Your presence at the markets confirms that your negotiated arrangement is held with MFM management, and that you are trading under MFM policy and conduct.

The aim of this policy is to reduce the administrative costs of running the markets and therefore delay any increases to stallholder fees.

Attendance Policy

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

‘Once an occasional or ongoing market attendance agreement is made, it is MFM’s expectation that the stallholder will notify MFM of any changes to attendance, at the earliest convenience... If a stallholder does not notify cancellation of attendance within 3 business days prior to the commencement of a market...the stallholder will be issued with a ‘strike’. If lack of notification occurs on more than 3 occasions in a calendar year, 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.

Deadline to communicate non-attendance at an upcoming market:

- 8.00am the Wednesday prior to a Saturday or Sunday market, or
- 8.00am the Monday prior to a Uni Melb FM Market.

Verbal notifications to market day managers of changes to attendance on future market days are not ideal and often lead to confusion.

Changes must be notified in writing and include trading name, contact number and corresponding market/s, via at least one of the following:

email: info@mfm.com.au

phone the MFM office: (03) 9499 3400

phone/text the MFM market mobile: 0429 146 627

3 Strikes Policy

Each calendar year a stallholder has a leniency of 3 'strikes' to their attendance record across all MFM markets. If a stallholder receives 3 strikes within a year, a review of their attendance at all our markets is triggered.

A 'strike' may be issued for:

- Failing to attend a market when expected (a 'no show');
- 2 repeated warnings for arriving late to market;
- Failing to notify of non-attendance by 8.00am Wednesday before weekend market;
- Failing to notify of non-attendance by 8.00am Monday before a Wednesday market;
- Failing to book into a market prior to 8am Wednesday or 8am Friday where there is an ongoing attendance agreement, and MFM having to manually book a stallholder in over the phone, *on more than 3 occasions in one year*; or
- Breach of [MFM Code of Conduct](#) or [MFM Market Day Regulations](#).

Stall Payment Policy

Online Payment = Confirmed Market Attendance & Stall Site Allocation

Online payments for stall fees have been introduced to all MFM managed markets to reduce the administrative costs of running the markets and delay increases to stallholder fees.

Stallholders repeatedly not paying online and continuing to pay cash on market day disrupt this streamlining and risk triggering an increase to stall fees across all MFM markets.

MFM does not wish to increase stall fees in 2019 for markets managed completely by MFM*.

Attendance at MFM markets is confirmed when an online payment has been received for a specific date via the following online payment platforms:

- Trybooking (Alphington, Carlton, Coburg, Collingwood CF, Abbotsford Convent and Uni Melb FMs)
- SeatAdvisor (Gasworks FM)

Either credit or debit cards can be used to complete these online payments.

*MFM does not set the stall fee amount for Collingwood CF or Gasworks FMs – this is decided by our venue partners, the Collingwood Children's Farm and Gasworks Arts Park.

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

The week prior to market day:

- A 'PAY NOW' email with the specific booking link will be sent to market stallholders. The link directs stallholders to the Trybooking (or SeatAdvisor in the case of Gasworks FM) website where payment of stall fees (incl. VFMA levy) is to be completed.
- The email will specify the date when payments must be received for that market (8.00am Wednesday for a weekend market; 8.00am Monday for the Wednesday Uni Melb FM)
- **Payment is confirmation of a stallholder's attendance at the market and stallholders will receive an email confirmation from Trybooking or SeatAdvisor, once payment has been made.**
- If a stallholder has paid for a market date in advance, prior to the 'PAY NOW' email, there is no further action required for that market date.

It is the stallholder's responsibility to contact MFM if they cannot confirm and pay for their stall prior to the closure of the payment link.

After online payments close:

If a stallholder with a regular or occasional market attendance has not completed a payment by the cut-off time, the stallholder has two options:

1. To secure attendance at that market date, they must call the MFM office and request to pay for their stall over the phone. MFM will manually process the payment using the stallholder's credit/debit card details*. The over the phone option will only be available on the Wednesday prior to a market (for weekend markets) / the Monday prior to a market (for Uni Melb FM). A \$10 admin fee will be applied to all over-the-phone bookings.
2. If the stallholder does not contact MFM by the market payment cut-off time and does not call to request an over-the-phone payment, a market site will not be allocated or kept for a stallholder. MFM will begin finding a replacement stall, and the stallholder will receive a 'strike' for failing to notify of non-attendance.

*MFM will never save or hold a stallholder's credit/debit card details due to security considerations.

Not currently paying online?

From 1 May 2018, a stallholder will need to apply for an exemption if paying online is absolutely not possible and all efforts to assist are exhausted.

The extenuating circumstances that prevent a stallholder completing online payments must be outlined. Written applications for online payment exemptions will be considered by MFM and the decision communicated promptly. Applications must be sent to the Stallholder Coordinator via info@mfm.com.au.

Refunds & moving payments

MFM understands that there are special circumstances and emergency last minute situations which can make attendance at a market impossible. We are compassionate toward these circumstances and aim to work with the stallholder when they arise.

If a stallholder has paid for a market date and can no longer attend, MFM must receive a written request within 3 working days of the market to consider moving a payment forward or issuing a refund.

MFM will then consider the request, taking into consideration whether it was before or after market day and the circumstances surrounding it. Moving payments to an upcoming market date will be done in preference to a full refund.

Types of Attendance

Ongoing Attendance Agreement

An 'ongoing attendance agreement' is an arrangement between MFM and an individual stallholder. This includes an understanding of the market/s that will be attended by a stallholder on a specific recurring schedule, for example the 1st Saturdays of the month year-round, or for the duration of a products' season.

Stallholders with an ongoing attendance agreement will receive the 'PAY NOW' email for that market, and plan and expect to be at a particular market regardless of seasonality.

Not paying for a stall fee at a market where a stallholder has an ongoing attendance agreement with MFM puts the stallholder at risk of receiving a strike and ongoing market attendance across all MFM markets being reviewed.

Occasional Attendance

'Occasional Attendance' at a market is a short-term arrangement between MFM and an individual stallholder. This may be as a once-off fill in at a market, or a few markets for a set period of time (for e.g. while another grower is unavailable or as part of a Three Market Trial). If an occasional attendance agreement has been made (via phone or email) prior to the online payment cut-off times, a stallholder is expected to adhere to the above policies.

Please read section 4.4 of MFM's Market Day Regulations for Stallholders for more information on Three Market Trials.

We look forward to working with all producers in creating vibrant, bustling markets.

Thank you,

The team at MFM
