



## Community Market Guide



## Guide to Running a Community Market in the Huon Valley

### Why Markets Matter

Community markets are more than just places to buy and sell - they're the heartbeat of local neighbourhoods. Markets bring people together, creating spaces where neighbours meet, conversations happen, and connections are made. They strengthen our sense of belonging and community identity.

Markets support local enterprises and showcase the creativity and skills of valley residents. They activate public spaces, making our towns and villages more vibrant and welcoming. For many people, the local market becomes a ritual - a place to catch up with friends, discover local produce, and feel part of something bigger.

When done well, markets enhance community liveability. They contribute to our local economy, support social connections, celebrate what makes the Huon Valley special, and create that wonderful sense of place that makes somewhere feel like home.

This guide will help you create a market that not only meets all the necessary requirements but becomes a valued part of your community.



Photo Credit: Judbury Community Markets



## Before You Start

### 1. Check if you need an Event Permit

- You'll need a Council Event Permit if your market will be held on:
- Council owned or managed land
- Council roads, carparks or footpaths
- Or if it causes changes to normal traffic flow

**Top Tip:** Apply to Huon Valley Council (HVC) at least three (3) weeks prior to your market date to ensure your permit is approved on time!

You can apply for your event permits on our website:

[www.huonvalley.tas.gov.au/council/forms/community-event-permit-application/](http://www.huonvalley.tas.gov.au/council/forms/community-event-permit-application/)

### 2. Get your insurance sorted

- You must have public liability insurance of at least \$20 million.
- Don't have insurance? Not-for-profit groups may be eligible for *Council's Community Liability Insurance* (Conditions apply) *OR*
- Get a quote from Local Community Insurance Services: 1300 853 800

## Planning Your Market

### Being a Good Neighbour

Think about how your market will work alongside existing businesses and markets:

- Check what goods and services local shops already provide
- Work alongside nearby retail businesses rather than competing directly
- Consider what's missing in the area - fill gaps rather than compete
- Check if there are other markets nearby - what do they offer?
- Talk to local business owners early about your plans

## Location Checklist

Consider:

- ☐ Is the ground suitable? (flat, stable surface?)
- ☐ Is there vehicle access for stallholders to set up?
- ☐ Where will emergency vehicles access if needed?
- ☐ Are there toilets nearby?
- ☐ Does the location offer weather protection options?
- ☐ Is there access to infrastructure, such as fresh water and power for stallholders? If not, are they self-sufficient?
- ☐ Is there parking for stallholders and customers?
- ☐ Will it impact local businesses or residents?
- ☐ Will you provide/organise entertainment such as performers or buskers?

**Top Tip:** Talk to nearby businesses and residents early. They might become your biggest supporters!

## Managing Stallholders

Good stallholder management can make or break your market.

**Create a Stallholder Information Pack** that includes:

- Market rules and expectations
- Set up and pack down times
- Site map showing allocated spaces
- Public & Product Liability Insurance requirements
- Food Safety and Food Registration requirements
- Stall presentation standard
- What they can and can't sell
- Waste management requirements
- Emergency procedures
- Your preferred contact details for both prior and on the day of the market.

## Stallholder Agreement or Terms & Conditions

Have each stallholder sign an agreement covering:

- Public liability insurance requirements (usually \$10-20 million)
- Food safety compliance
- Stall presentation standards
- Behaviour expectations
- Cancellation policy
- Payment terms and stall fees

## Managing food vendors

- Stalls selling or preparing food **must have overhead cover**
- Every food stall must have a valid food registration. This can be either:
  - **Annual Mobile Food Registration** - From their home Council or
  - **Temporary Food Registration** (apply to HVC at least two weeks prior).

**Your job as market organiser:** Check every vendor has valid registration before set-up.

## Managing performers or buskers

- Will their style suit your market?
- Consider their location and the impact sound may have on neighbouring stalls
- Do they have public liability insurance?
- Don't have insurance? They may be eligible for *Council's Community Liability Insurance* (Conditions apply) *OR*
- They can get a quote from Duck for Cover (03) 4714 0414

## Dealing with Stallholder Problems

- Have a clear process for complaints
- Address issues promptly and fairly
- Keep records of any incidents
- Have a process for removing stallholders who break rules

## Health and Safety Essentials Checklist

### Food Safety

- ☐ All food vendors have valid food registration
- ☐ Food preparation areas are clean
- ☐ Proper handwashing facilities available
- ☐ Food waste and grey water disposed of properly
- ☐ Requirements checked against “[Guidelines for Mobile Food Businesses](#)” (Department of Health Tasmania).

### First Aid

- ☐ First aid kit on site
- ☐ Designated first aid officer or station identified
- ☐ Emergency access routes always kept clear

### Waste Management

- ☐ Adequate bins provided (general waste & recycling)
- ☐ Bins placed near stalls and eating areas
- ☐ Waste collection plan arranged for end of market
- ☐ Site cleaning and waste removal arranged (you’re responsible for all market waste)

### If You're Serving Alcohol

Confirm you have:

- ☐ Liquor licence from Department of Treasury & Finance
- ☐ Staff with current RSA (Responsible Service of Alcohol) certificates
- ☐ Written permission from Council obtained (Contact Council events team)
- ☐ Designated "wet area" (alcohol service zone) shown on your site plan

## On Market Day

### **Set Up (also called Bump In)**

- Arrive early to mark out stall positions
- Check stallholders set up in correct locations
- Check each vendor's food registration
- Check each vendor's insurance (if required)
- Ensure stalls meet safety and presentation standards
- Ensure pathways and emergency access stay clear
- Test your emergency plan - does everyone know what to do?

### **During the Market**

- Be the point of contact for emergencies
- Monitor the weather and have plans in place for extreme weather events
- Monitor that stallholders are following market rules
- Manage waste on site, considering recycling options
- Always keep pathways and emergency access clear
- Have a contact person visible and available
- If the weather turns bad, have a plan
- Check in with stallholders throughout the day

### **Pack Down (also called Bump Out)**

- All waste removed from site
- Site cleaned and left as you found it
- Check 50m around the site for litter
- Report any damage to Council immediately
- Thank your stallholders!

## Be Sustainable

### Encourage your stallholders to:

- Avoid single-use plastics & minimise packaging
- Use compostable containers and cutlery
- Separate waste (recycling vs general)
- Source locally where possible

### Make it easy for customers:

- Clearly label recycling vs general waste bins
- Provide water refill stations
- Consider a composting program, collect food scraps for community composting.

## Building Community Connections

Great markets connect people! Consider:

- Inviting local community groups to have information stalls
- Offering a space for community noticeboards
- Utilising local performers or buskers
- Partnering with nearby businesses (not competing with them!)
- Regular market times so people make it part of their routine
- Offering affordable stall spaces for community groups and start-ups
- Developing a marketing strategy to promote your market to the community (for example: mailing lists, social media, signage)

## Other Permits You Might Need

Depending on your market location and size, you may need other permits.

Check Council's Event Guide for more information.



## Support for Not-for-Profit Community Groups

If you're a not-for-profit community-based group running a market, you may be eligible for additional support from Council:

### Insurance:

- Not-for-profit groups may be eligible to use Council's Community Liability Insurance (Parts B and C) instead of arranging your own insurance
- Contact Council's Events team to discuss eligibility

### Venue Hire:

- If you're running an indoor market or using a Council Hall, you may be eligible for reduced or waived hall hire fees
- Contact Council's Hall Management team to discuss options

### How to Access Support:

For more information or support with your market idea, contact

### Council's Events Team

Email: [events@huonvalley.tas.gov.au](mailto:events@huonvalley.tas.gov.au)

Phone: (03) 6264 0300



Photo Credit: Judbury Community Markets