

## **Gasworks Arts Park Farmers Market - Description of Services Stall Booking Coordinator EOI**

### **About Gasworks Arts Park:**

Gasworks Arts Park is a vibrant arts precinct producing a range of high-quality arts programs, workshops, and activities for all ages. Situated in Albert Park, Melbourne, on the site of the former South Melbourne Gas Plant, Gasworks is just three kilometres from the CBD and two blocks from the beach. The precinct houses four hectares of park, two theatres, three gallery spaces, a café, as well as function and workshop spaces. Gasworks has sixteen resident visual artists and a small team of professional staff who work to present an annual program of performing arts, visual arts and outdoor events including seasons with some of Melbourne's prominent arts festivals, farmers' markets, classes and workshops, creative and professional development opportunities for artists, children's programming and more. Over 200 performing arts events and 30 visual arts exhibitions are presented in the venue each year. Gasworks offers a backyard for those who don't have one: its high brick wall shelters the park from traffic noise, creating an urban oasis in an ever more densely populated area.

### **About the Gasworks Farmers' Market:**

Gasworks Farmers Market has been in operation since 2005. It runs throughout the year and takes place on the third Saturday of every month utilising the parkland that Gasworks is situated on. It is a *Victorian Farmers Market Association* accredited market and accommodates an average of 70 stall holders each month. In line with the *VFMA* accreditation the stall holders are either Victorian farm-based producers (fresh produce, meat & seafood, dairy, honey etc) or specialty makers (baked goods, olive oil, wine etc) who source their primary ingredients from within Victoria. At least 90% of our stalls are required to be accredited with the *VFMA*. The market is predominately a place to buy take home groceries with up to five stalls serving ready to eat food and coffee per market.

Gasworks Farmers Market is very popular with the local community, drawing approximately 2000-2500 customers each month. We were able to continue the provision of this service to our community throughout the Covid-19 lockdowns as an essential food retail business.

All operational requirements of the Gasworks Farmers Market are managed by Gasworks Arts Park permanent staff. This includes the collection of stall fees, creation of site maps, liaising with the council for park permits and market management on market days.

### **Our service requirements:**

Gasworks Arts Park seeks to contract an organisation to provide the service of stall holder coordination and communication for the monthly farmers' market. The tasks we require to be fulfilled by the contracted company are as follows:

1. Provide a list to Gasworks' market manager of 80 or more confirmed stalls (September – May) or 60 or more confirmed stalls (June – August) 3 days before each market date. These stall holders will include existing regular stall holders.
2. Manage all stall holder communications, sending out the booking link and completed site plan (provided to you by Gasworks staff), in advance of each market.
3. Act as the main point of contact for stall holders to confirm their attendance each month including on the morning of the market day to relay messages of any late cancellations or delayed arrivals.
4. Distributing information on various Gasworks Arts Park topics such as marketing, operations or park management to stall holders as requested by Gasworks management staff.
5. Ensure stall holders are accredited and meet the VFMA guidelines to trade at an accredited market.
6. Pro-actively attract new stall holders to Gasworks Farmers Market.
7. Respond to any new stall holder enquiries to trade at Gasworks market in a timely manner, i.e., within 1 week of receiving contact.
8. Use reasonable efforts to provide a variety for customers by ensuring that the market product mix refreshes according to the seasons and introduces new stallholders as new products become available.
9. Ensuring a suitable mix of products based on customer demand for the benefit of both customers and stall holders, subject to approval from the market manager.
10. Ensuring stall holder numbers are 80 or more on a reasonably consistent basis September to May and, ensuring stall holder numbers are 60 or more on a reasonably consistent basis June – August, when the market footprint is reduced. Financial bonuses and penalties will apply of \$30 per stall over or under these targets. These will be calculated on a quarterly basis.
11. Work collaboratively and constructively with Gasworks staff who are engaged in the market management.
12. Engage with Gasworks market management staff about market matters when required and take direction on those matters.

13. Attend quarterly reference group meetings with stall holder representatives and Gasworks Arts Park management.

**About the contractor:**

To be suitable for this contract your organisation will have:

- Proven previous experience in market and/or outdoor event management.
- Your own ABN.
- At least two people in your organisation to ensure consistent service is supplied to Gasworks Arts Park throughout the year without disruption caused by staff absences.
- Ability to operate from own home or office.

**Contract Terms:**

Gasworks Arts Park are offering a 3-year contract term, with a probationary period of 12 months and a review at 6 months.

The contract will begin on 1<sup>st</sup> January 2022, with the first market under this contract taking place on Saturday 15<sup>th</sup> January.

We are seeking fee proposals in the range of \$600 - \$1,200 including GST, per month.

**How to apply:**

Expressions of interest can be made via email to the market manager Abbie Potter [abbie@gasworks.org.au](mailto:abbie@gasworks.org.au) by COB Monday 22<sup>nd</sup> November 2021.

Please address all items in the 'About the Contractor' section including details about your events management experience and your per month fee proposal.