



## **CREATIVE HOBART SALAMANCA MARKET STALL**

### **Information for Stall Holders**

#### **CREATIVE HOBART SALAMANCA MARKET STALL**

Salamanca Market is operated by the City of Hobart. Creative Hobart is partnering with the Salamanca Market team to provide free, temporary access to a Salamanca Market traders stall for artists, arts companies, makers and creative community groups.

The iconic Salamanca Market is a celebration of Tasmania's unique culture, creative artisans, talented musicians and diverse producers. The weekly selection of nearly 300 stallholders attracts more than one and a half million visitors annually.

#### **WHO SHOULD APPLY?**

This is an opportunity for artists, performance makers, craftspeople and designers who have products that they want to expose to a new or expanding audience. We are looking for entrepreneurial people who do interesting things and can present them in a professional and attractive way. This initiative is part of the City of Hobart's Creative Hobart strategy, summarised on page 2 of this document.

#### **WHAT IS PROVIDED?**

The City of Hobart will provide the following to the stallholder:

- The installation of one market marquee (2.4 m x 2.4 m) and one trestle table.
- The stall includes City of Hobart / Creative Hobart signage (see page 4). You may hang your own signage from the market stall structure and/or table.
- Public liability and products liability insurance.
- There is no power available for this stall; generators are not permitted.
- There is no cost to use the Creative Hobart Market Stall.

#### **CONDITIONS**

- The Creative Hobart Salamanca Market stall will aim to appear at the market once per month, featuring a different stall holder.
- Each stall holder can use the stall no more than once every six months.
- Applicants must make the items that they will sell and/or promote at the stall. That may be furniture, jewellery, subscriber ticket packages for your theatre company, an arts project that engages the community, a research project, a range of visual art pieces or similar activities.
- In all instances we are looking for enterprise at a stage that can meet the Salamanca Market Optimal Product Line Guidelines outlined on page 3.
- The Creative Hobart Stall must be set up by 8am, ready to trade at 8.30am and remain open until 3pm. The stall must be attended at all times.
- There is no car access to Salamanca Place between 8:15am and 3:00pm

#### **HOW TO APPLY**

Contact the City of Hobart's Cultural Development Officer, Sue Hayes, for an application form or more information on (0)3 6238 2823 (Tuesday–Thursday) or at [hayess@hobartcity.com.au](mailto:hayess@hobartcity.com.au)

## THE CREATIVE HOBART STRATEGY - BRIEFLY

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### **HOBART - A PLATFORM FOR CREATIVITY**

The city directly engages artists and cultural workers in the continual invigoration of the city's built and natural public spaces, providing greater opportunities for the community to become actively and spontaneously involved in arts and culture.

**Creating a sense of place:** By enhancing the look and feel of city spaces through the promotion of civic pride, community involvement, acknowledgement of Hobart's rich Aboriginal and European heritage, as well as the broad diversity and creativity of its people.

**Activating public space:** By using Hobart as an open stage for cultural activities - events in the streets, along the waterfront, in the parks or in bushland – to increase the use of public space within the city.

**Opening Council facilities:** The Council has a rich and diverse range of historical and modern facilities and alternative spaces indoor, outdoor and underground and encourages the use of these by the community for cultural activities.

### **HOBART - AN INCUBATOR OF CREATIVITY**

The Council encourages and supports creativity, innovation, excellence and diversity in the city. As facilitator, it works with the creative sector and the community to foster a vibrant environment in which creativity can flourish and grow.

**Nurturing creativity:** The Council provides a supportive environment in which creativity and innovation are consciously developed and nurtured. It supports those working in the arts and the creative industries to allow them to strengthen and grow.

**Investing in innovation:** The Council recognises that innovation in creativity needs support to develop and so offers strategic investment of resources to encourage the exploration of ideas and innovative practices.

**Celebrating quality and diversity:** Hobart and Tasmania have strong artisan traditions, particularly in craft and design. The Council nurtures opportunities that showcase the diversity, creativity and excellence of city's artisan products and other arts activities.

### **HOBART - A CONNECTOR OF CREATIVITY**

Connecting creative people, spreading information and knowledge, developing mutual respect and exchanging opinions enrich the community and so the Council promotes programs and activities that provide a welcoming and supportive environment in which ideas and plans for the future are shared.

**Connecting creative people:** By strengthening existing networks and making new connections within the cultural sector, within the region and beyond for major organisations and individuals to inspire new initiatives that bring creative people together.

**Gathering and spreading knowledge:** By widening the availability and accuracy of information about Hobart's cultural and arts potential, including a sharing of knowledge across the sector and with the community.

**Brokering connections:** By identifying opportunities to connect individuals, small community groups and even large organisations with people inside and outside of the Council to simplify and smooth the way to encourage creative activities.



## SALAMANCA MARKET

### **SALAMANCA MARKET CASUAL TRADER OPTIMAL PRODUCT LINE MIX**

The "Optimal Product Line Mix" means the ideal mix of activities, services and products as determined by the City of Hobart from time to time, traded at Salamanca Market to provide its customers with a diverse range of Approved Product Lines.

In making this determination the City of Hobart will give consideration to the way in which new and proposed activities, services and products:

1. Add value to the Market's product mix, diversity, customer appeal and reputation.
2. Possess quality and innovation. This includes consideration of the product's quality and packaging and/or presentation, innovation, its use of design, materials, fabrication/manufacture or other attributes, including the use of environmentally sustainable materials or production practices, including packaging. Consideration is also given to the use of correct labelling including place of manufacture.
3. Are designed, devised, grown, produced or manufactured or by the trader themselves (which can include their family or business, including employees).
4. Include Tasmanian content (defined as being the level to which the product is manufactured, grown or produced in Tasmania, or made from raw Tasmanian materials or materials sourced in Tasmania).
5. Are demonstrated to meet ethical, environmental or sustainability standards and which are promoted as such.
6. Are located relative to other stalls in the Market undertaking like activities or services or selling like products.
7. Conflict or otherwise with the requirements of the Licence Agreement, By-Law and Legislative Requirements (including offensive or prohibited products, or products which violate the intellectual property rights of another stallholder).

### **SALAMANCA MARKET FREQUENTLY ASKED QUESTIONS (AND ANSWERS)**

[http://www.hobartcity.com.au/Hobart/Hobart\\_Events/Salamanca\\_Market/FAQs](http://www.hobartcity.com.au/Hobart/Hobart_Events/Salamanca_Market/FAQs)

### **STALLHOLDER RESOURCES**

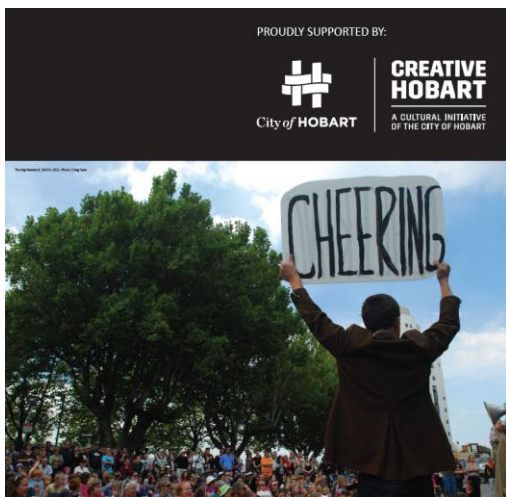
[http://www.hobartcity.com.au/Hobart/Hobart\\_Events/Salamanca\\_Market/For\\_Stallholders](http://www.hobartcity.com.au/Hobart/Hobart_Events/Salamanca_Market/For_Stallholders)

# CREATIVE HOBART SALAMANCA MARKET STALL

## Marquee Design



MARKET STALL – 2.4m x 2.4m



BACK WALL GRAPHIC



ROOF FACIA GRAPHIC for front and two sides.

SIDE WALLS – 2 side walls are provided, they are plain black – no design.