



Cittaslow Goolwa Incorporated  
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## CITTASLOW GOOLWA PRODUCE AND ARTISANS MARKET CHARTER AND GUIDELINES

### BACKGROUND

*Cittaslow, or 'slow town', is a whole-of-community approach to promoting quality of life and sustainability in towns and cities based on a partnership between local government and communities. The Cittaslow movement was conceived in 1999 by a group of Town Mayors in Italy who applied the principles of 'slow food' in a broader way to enhance their communities. Following a collaboration between Alexandrina Council and community members to establish the Cittaslow credentials of Goolwa and districts, in 2007 'Goolwa, Alexandrina' was accredited by the International Cittaslow Committee as the first member town in Australia. The not-for-profit community association Cittaslow Goolwa Incorporated was formed the same year and in 2011 became a founding member of Cittaslow Australasia together with Yea, Murrindindi and Katoomba, Blue Mountains. The Mayor of Alexandrina Council is the Patron of Cittaslow Goolwa and member of the International Coordinating Committee.*

In 2016 Cittaslow Goolwa Inc agreed to auspice the Goolwa Farmers Market on behalf of the unincorporated Market Management Committee and a License to operate the Market was granted to Cittaslow Goolwa Inc by Alexandrina Council. This Charter and Guidelines replace the original Cittaslow Goolwa Farmers Market Charter adopted in October 2016 and updated in June 2017. This action reflects the evolution and expansion of the original Farmers Market in response to the Alexandrina context and in line with the broad principles of Cittaslow as enshrined in the International Cittaslow Charter and Manifesto.

**These Guidelines provide a framework within which Cittaslow Goolwa will act in accordance with the changing restrictions and responsibilities introduced by the Australian and South Australian governments in response to the Covid-19 pandemic. All provisions within these guidelines may be subject to amendments as necessary to comply with government requirements. This includes restricting the range of products on offer as necessary.**

## **TITLE**

The Market will henceforth be called the Cittaslow Goolwa Produce and Artisans Market (referred to here as 'the Market').

## **AIMS**

The purpose of the Market is to further the goals of Cittaslow Goolwa Inc in improving the quality of life of all residents, businesses and those who work in and visit Goolwa, Alexandrina. Specifically, it aims to:

- Create community awareness of and access to good quality and nutritious food options;
- Promote and showcase the skills and products of local and regional growers and producers;
- Foster the community and environmental contribution of local artisans and makers of arts and crafts;
- Celebrate the unique character of the region, respect and preserve local traditions, heritage and cultural practices;
- Encourage sustainable living opportunities to reduce the whole community's ecological footprint;
- Activate public spaces and create a sense of pride and identity in the region.

## **OBJECTIVES**

These aims will be achieved by:

- Providing a congenial environment where the community can congregate safely and take time to explore the products on offer;
- Encouraging networking amongst all stall holders to facilitate learning from each other and greater understanding of customer expectations;
- Supporting the development of new and emerging producers and artisans and help to build their capacity and confidence.

## **OPERATIONS**

- The market will be held regularly in Jaralde Park, or alternative approved site where appropriate, in the Goolwa Wharf area on the 2nd, 4th (and 5th when this occurs) Sundays of each month.
- Trading hours are from 9am – 1pm.
- In the event of severe weather (i.e., extreme heat, rain, wind or an emergency situation) a decision will be made by the Market Manager in consultation with the Committee to alter/reduce the hours of operation or not to trade on the day.

## **GOVERNANCE**

The Cittaslow Goolwa Inc Management Committee is responsible for the management of the Market and all policy and other overarching decisions which include, but are not limited to:

- Communication with Alexandrina Council regarding licenses, other necessary permissions and all official Cittaslow correspondence regarding use of premises;
- Appointment of, and liaison with, Market Manager;
- Ensuring that documentation of stall holder compliance with all regulations including food safety and management, insurance, is regularly updated;
- Record management and storage;
- Provision of equipment and infrastructure;
- Liaison with Friends of the Market Group and receipt of Manager's report;
- Ensuring that the market is managed in accordance with current Covid 19 related requirements issued by local and State governments.

## **DUTIES OF MARKET MANAGER**

The Market Manager(s) is responsible to the Committee for the operational management of the Market, on Market days, in accordance with Committee decisions.

The Manager will be appointed by the Committee on a voluntary basis and will have the following specific delegations and responsibilities:

- Working to provide a good range of stall holders and produce at the Markets;
- Liaison with Council staff re operational issues;
- Collection of stall holder fees and donations to buskers;
- Coordinate with Treasurer regarding the timely banking of money collected;
- Reporting to each Committee meeting re:
  - The stall holders present at each market
  - The stall holder fees collected and donations made to buskers
  - Feedback from the public or stall holders
  - Any other notable issues, developments or activities;
- Liaison with existing and prospective Stall holders about compliance and regulatory issues and providing documentation to Committee;
- Ensuring that all stall holders are Cittaslow Goolwa members and have received a copy of these Guidelines; make all aware of the Cittaslow Goolwa Code of Conduct and Dispute Resolution policies available on the Cittaslow Goolwa Website;
- Checking that all stall holders comply with relevant local, state and national regulations re safety, weights and labelling of products and public health;
- Ensuring that all stall holders have appropriate insurance cover and have provided copies of their current policies to the Committee;

- Liaison with Friends of the Market group and conveying their feedback to Committee;
- Co-ordination of appropriate publicity and promotion of the Market to both consumers and the trade;
- Ensure all records are available for storage and readily accessible to the Committee.

### **FRIENDS OF THE MARKET**

A Friends Group will be formed to support the Manager on Market Days and liaise with the Committee about operational issues.

The Friends Group will include representation from Market volunteers and stall holders and any other interested members of Cittaslow Goolwa.

### **STALLHOLDER RESPONSIBILITIES**

In order to be accepted at the Market, stall holders must agree and comply with the following:

- Submit an application in writing using the appropriate form, signed and clearly stating how the proposed stall supports Cittaslow values;
- Register to become a financial member of Cittaslow Goolwa Inc.;
- Hold Public Liability and Produce Liability Insurance to the amount of \$10 million per event;
- Set up and be ready to trade by 8.30 am on market days and stay on site until 1pm (even if goods are sold out);
- Observe all relevant local, state and national regulations including re safety, weights and labelling of products, single-use plastics and general public health protection;
- Uphold Cittaslow principles by adopting high standards regarding use of environmentally-friendly packaging and presentation of products;
- Where cooking or using heat on site, carry a fire blanket and extinguisher and be familiar with fire safety precautions;
- If supplying alcohol, obtain and display the appropriate Liquor Licence;
- Inform the Market Manager of attendance/non-attendance at least 48 hours prior to market day;
- Comply with any request by the Market Manager, or other Cittaslow volunteer so delegated by the Committee, to inspect stall holder's place(s) of production to verify authenticity of product;
- Provide copies of all current documentation deemed necessary to trade, including insurances; such copies to be forwarded either in hard copy or electronically when requested or prior the first Market of each year.

## **STALL FEES AND REQUIREMENTS**

Stall holders are required to pay the appropriate fee to the Market Manager prior to or at commencement of trade. Payments can be made in cash to the Market Manager or by direct deposit to Cittaslow Goolwa's bank account:

Bendigo Bank BSB 633000 Account 152961215

Cost per Market is \$30 per 3x3 (approx.) site. This amount includes \$5 which will be donated to the Busker at each market. Double sites will attract double the weekly site cost (ie. \$55).

The Market Manager may agree to waive the stall fee for first time stall holders to enable them to trial their products.

Stall holders are responsible for bringing their own equipment for setting up.

All tents and awnings must be secured with proper weights to prevent blowing away and causing damage. Please be aware that due to UNDERGROUND IRRIGATION PIPES, PEGS MUST NOT BE USED (as per Council Instructions).

Stall holders are responsible for the removal of all their rubbish from their site including packaging.

NB. The Market Manager will endeavor to maintain consistent stall sites in consultation with stall holders but cannot guarantee same.

## **PRODUCT RANGE**

The Market supports the sale of products and items which reflect the Cittaslow ethos including:

- a range of fresh produce, farm-origin, specialty foods and value-added foods, with an emphasis on local, seasonal and regional ingredients;
- locally sourced dairy products such as hand-made cheeses, cream and milk;
- locally grown plants including edible plants, potted plants and herbs, flowers;
- hand-made arts and craft products with an emphasis on recycled and/or locally sourced and produced materials, created or fabricated by local and regional artisans;
- other products which demonstrate environmentally friendly processes and production such as garden in-puts, healthy pet food, natural insect repellents, personal skin-care etc.
- a selection of home-baked goods, preserves and take-away foods prepared in local (accredited) kitchens;
- other products which demonstrate traditional processes, heritage value, environmentally sensitive techniques and sustainable technology.

Priority will be given to those producers from the Fleurieu and Alexandrina Council areas and Kangaroo Island. Other producers from neighboring regions may trade at the discretion

of the Market Manager and Committee, particularly if the produce is not available within the areas noted above.

### **QUALITY AND PRICING OF PRODUCE**

Stall holders are responsible for ensuring that their produce is good quality and 'marketable'; fresh produce should be picked as close to market time as possible and handled in such a way as to preserve freshness until the market is open.

Different grades of produce may be sold but these must be clearly marked.

While recognizing that consumers maintain right of choice, produce should be offered at fair market driven prices that reflect the quality and/or the special nature of the goods sold.

Selling in direct competition with other stall holders (i.e., direct price under-cutting) is not acceptable and is not in keeping with Cittaslow values.

Stall holders must ensure their scales are accurately calibrated as per standard trading regulations.

### **FUND RAISING ACTIVITIES**

Community groups may apply to the Committee for permission to run fundraising activities during the Market hours. Permission is at the discretion of the Committee and dependent on ensuring that these proposed activities do not compromise any Cittaslow or existing stall holder activity and are in compliance with the License granted by Alexandrina Council.

### **ADDITIONAL PROVISIONS**

#### **Indemnity:**

Stall holders participate in the Market at their own risk and are required to indemnify and hold harmless the Market against any claims for damages, claims, expenses and liabilities (including without limitations, consequential loss and loss of profit) in respect of any loss, damage, disease or death caused by any of the stall holders' activities at the Market.

#### **Compliance:**

Full co-operation with the Market Manager, Cittaslow Goolwa Committee and other stall holders is a condition of participation in the Market.

Failure to comply with any of the above guidelines may result in exclusion as a Market stall holder.

#### **Complaints:**

Stall holders are advised to make themselves aware of the Cittaslow Goolwa *Code of Conduct* and *Disputes Resolution Policy* to be accessed from the Cittaslow Goolwa website. Written complaints and suggestions may be made to the Committee through the Market Manager. These will be dealt with in accordance with the Code and Policies.

*Cittaslow Goolwa Inc*

*February 2021.*