

BABY & KIDS MARKET



Stall holder information pack

Stall hire includes:

- One trestle table. Table size is usually 2 feet wide by 6 feet long, except at the Malvern Town Hall, where 10ft tables are shared - each stallholder receives half a 10ft table (i.e. 5ft)
- One chair (most venues provide chairs, we will let you know before Market day if you need to bring your own)
- An additional half a metre (approximately) of floor space beside your table for a clothes rack (NOTE: not round, and not over-sized commercial or home-made)
- Market day support staff
- Free entry for the Stallholder and one 'helper'
- Space for four large items in our dedicated large items display area
- Excellent indoor venues
- Public Liability Insurance

Stall Location

Where possible, you will be allocated the stall position and number that you booked online. However, we sometimes need to change the hall layout before (and sometimes on!) Market Day to improve traffic flow and address other logistical issues that occur. Therefore we can't absolutely guarantee that you will end up in the same position you booked online. Stallholder lists and hall maps will be posted on all entrances on the day, so please check the list to see where you are. If you are not sure where your table is located, please ask one of the staff, we are more than happy to help.

If you have booked more than one stall and you would like them to be located together, or if you would like to be next to a friend, please make a note in the comments section at the time of booking. We will do our best to help.

Goods in front of your table **MUST NOT** be deeper than half a metre, as it deters shoppers from looking at your table and it congests the aisles. We provide a dedicated area in the hall for all large items (i.e. pram, cots, etc) where you can place your large items (no extra charge, this is included in the stall hire). This will leave you with more space at your stall for your smaller things (i.e. shoes, clothes, toys, etc).

Helpers

We are happy for you to bring along a few helpers to help you unload and set up your stall. However, please be aware that we will ask all people without stallholder stickers on to exit the venue before 8:30am as this is when we close all the doors.

There will be 2 stallholder stickers on your table for you and your main helper to wear during the Market. Please wear these at all times during the Market.

Large items:

- It is important that only **clean, quality, functional large items are sold**. That means they must contain all screws, cords, cables, panels, or other required pieces for the item to work.
- The items must also be **CLEAN** and **100% functional**. Anything that is slightly broken, not working, not doing what it is supposed to **WILL NOT BE ACCEPTED**. This is due to legal requirements by the ACCC and the level of quality the Baby & Kids Market offers to its customers.
- **The Baby & Kids Market will pass on a the stall holder's contact details to a shopper post market date, if an item is reported as faulty or be missing parts.**
- Stall holders can place four items in the display area (we may be able to take more items if we have the space, but please be prepared for us to only take four items) of which there can only be one pram and one stroller. This is due to space limitations. The large items area is truly only for "large items", i.e. prams, cots, highchairs, car seats, etc. We will not accept small to medium goods, these need to be kept at your stall.
- As your items sell and are removed from the Large Items Area, you may bring additional items in.
- Stallholders are usually not able to assemble cots/change tables/playpens/etc. Please be ready to display your items unassembled. If you think it is important to showcase your cot/change table assembled, then you may want to attach a photo.
- Drop off time for large items is between **7.30am and 8.30am SHARP**. We will not accept any large items after **8.30am**.

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Large items continued...:

- Each Large Item needs to have a BKM Large Item Label attached. It would be great if you could prepare these labels at home. You can download them from our website and we will also email them to you before Market Day. Don't worry if you can't do this at home, they will also be available on Market day. You can change the price of your large items at any time during the market time at your discretion.
- Although we strictly safeguard this display area, no responsibility is taken by the organisers for theft, loss or damage to large items. Any items that are not collected from the Large Items Area after the Market will be left at the venue. **IMPORTANT:** Loose pieces lying in/around large items (i.e. a rain cover or blanket in a pram) may be stolen or lost. Keep these at your stall, or alternatively tie them up safely to the item.

Set up time and pack up time:

We open to doors for stall holder set up between 7.00am and 7.30am (subject to location - this will be advised in your Stallholder Reminder email a few days before the date) and close them at 8.30am. **At 8.30 am SHARP**, we start to reallocate stalls of those stallholders who have not arrived to others. There is no refund to the original, absent stallholder. Stall holders must be set up and ready to trade at their stall by 8.50am and trade until 12 noon that day (1pm for Melbourne and Mums Big Day Out events). We suggest that you come as early as possible to avoid congestion. At 12 noon the market closes to the public (1pm for Victoria and Mums Big Day Out events). Stallholders are required to keep trading until 12 noon and pack up between 12 noon and 12.30. (1pm and 1.30pm respectively for Victoria and Mums Big Day Out events).

Floors:

When carrying your goods in & out of the venue, please ensure that you do not drag items across the floor. Any damage to the floor (i.e. scratching) will result in the stallholder having to pay for the re-surfacing of the floor.

Clothes racks:

You can bring one clothes rack with you to the Market. Please don't bring along round or circular racks as they take up too much space. Similarly, large commercial racks, or over-sized home-made racks are also not acceptable due to floor space allocated to you in your hire fee.

As a rough guide, you will have around 50 cms beside your table to fit your rack. Please ensure that your clothes rack does not protrude too far past your table as it may congest the aisle. You will be asked to remove any additional racks on the day.

Please note that our venues do not have clothes racks available - you will need to bring your own along.

Table cloth:

Please bring a tablecloth to cover your trestle table. This assists with presentation and shoppers will be more attracted to shop with you if all of your goods are presented well.

Exit doors:

This is really important: please make sure that your items DO NOT AT ANY TIME OBSTRUCT any EXIT doors in any way.

Shopping before 9am:

The principle of the Baby & Kids Market is that *stallholders participate to sell and shoppers visit to buy*. Stallholders are NOT allowed to buy from other stallholders before 9am (this includes putting items on hold). This is for the simple reason that we have customers queuing outside for long periods before the market opens to be able to purchase the bargain they are looking for. It is only fair to offer them first chance of buying these items.

Any stallholders who are identified as shopping before 9am may be asked to leave the Market and will forfeit their stall.

Food & drink:

There are facilities to purchase coffee, food & drinks at all Baby & Kids Markets.

Refund policy:

Please choose wisely, we do not refund, sorry.

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Car seats:

If you are planning on selling car seats, you can only do so if it has not been involved in an accident. The Australian Government recommends that all car seats that have been in an accident should be discarded, as they are not safe anymore. Check date of manufacture - if it is older than 10 years it cannot be sold.

Tips for selling

The most important word of advice is: **DO NOT OVERPRICE** - remember it is primarily a second hand market. As tempting as it may be to charge more money, remember, people can wait for a sale at Target or Kmart to get a "new bargain". But don't worry, this does not mean you won't make enough money. Continuously, our most successful stallholders have sold lots and lots by selling it cheap. It has a dual benefit: firstly you make more money by selling volumes, and secondly you don't have to take much (if anything) home. We have years of experience and feedback, so we advise: price low and sell lots!

We often get asked what prices stall holders should put on their items. Unfortunately, we cannot recommend prices, because every item is different and we cannot see your item. When pricing your items, consider the quality of an item, the brand, how old it is, and how popular the item currently is. It also depends on demand and supply on market day.

In addition to not over-pricing, the second most important technique to successful selling is: **DO NOT OVERLOAD YOUR TABLE!** The main reason why stallholders have a successful selling day with us is because they keep it simple; they do not overload their table/stall and they price items low, thereby selling more. If your table has piles on piles of goods, **SHOPPERS WILL BYPASS YOUR STALL.** It is better to bring more things out as you go along, rather than putting it all out at once.

- Clothes racks are a fantastic way to dress up your stall, and reduce the amount on your table. For example, you may want to hang up the clothes on the clothes rack, and place the other goods (i.e. toys) on your table. So please remember: make sure your stall / table is easy & nice to look at.
- Don't try to sell all of your baby & kids items from the past 10 years in one go - pick out those items that suit the season we're currently in and the season to come.
- Consistently, toys and books have been very popular items over the past markets. It goes without saying that those toys & books that sold best/quickest were in good condition.
- Prams: Quality 3 wheel swivel prams are popular. The more traditional 4 - no swivel - wheel prams are less popular and are more difficult to sell.
- Increasingly, we get requests from patrons who are after items for kids three years and up. So please feel free to bring such items along - the market is not only covering baby items, but ages up to 7 are sought after!
- Take plenty of plastic bags to place the sold items in (i.e. supermarket plastic bags).
- Only sell what you would buy yourself. Please do not sell items that are heavily worn, stained, smelly, or crusty. We are not a trash market, in fact our markets are praised for the high standard of goods sold. Please help us sustain this reputation. We will ask you to remove goods that are unsuitable (i.e. stained or torn, etc). Wipe dirt off shoes, give the highchair a good wipe, wash clothes if necessary, etc. Just try to imagine: would you buy it yourself? If not, don't sell it. We will ask you to remove unsuitable items on Market Day.
- Put clearly visible price tags on your items - but be prepared to bargain - be flexible. Better a dollar less in your pocket than no dollar at all!
- Shoppers prefer if everything has a price tag on it, although you may just decide to put up one big sign "everything \$X", and make it easy for you & the shoppers. If you have a number of small items for sale, you may want to 'bunch' them up (i.e. put 5 pairs of socks in a bag with a price tag: 5 for \$X).
- Make sure you bring plenty of change (we recommend at least \$200 in coins plus small notes).
- Put a smile on your face! You'll be surprised - it works like a magnet! Be proactive; don't just sit at your stall reading a book, not looking up. Say hello to shoppers, ("can I help you" or "are you after a particular size"), offer suggestions, pull out different clothes in the same size, etc.
- You will not be re-imbursed for lack of sales. It is your job to sell your goods - the above suggestions should help

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Ideas!



Please enjoy yourself and thank you for joining the fun at Baby & Kids Market. ☺

With kind regards,
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