

THE ROCKS MARKETS – TRADER MANUAL

# PRESENTATION GUIDELINES 2022





# THE ROCKS MARKETS

We want everyone at The Rocks Markets to have the best possible experience, and the best way to achieve that is for everyone to be on the same page.

With many operators changing each week it is important to have a standard everyone operates under, and most importantly these standards are in place to provide our traders the best opportunity to be successful in the Markets.

This document will provide you with the information you need to adhere to our presentation standards. A simple and clean approach can often be the best to help your product stand out. Styling should complement the product and choosing props that are relevant to your brand is key. The presentation of your stand always is paramount to maintain nature of our Market and to support our trader community in creating a market we can all be proud of.

# KEY GUIDELINES

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*These Presentation Standards will be updated in 2023.*

**Your stall presentation and product display must always be of a high standard.**

Think about the visual experience for customers and putting your brands best foot forward.

**Keep it clean and tidy**, make sure display fixtures and signs are in good condition, and anyone working with you are neatly presented.

**Be professional and courteous** and be respectful of everyone you encounter while within The Rocks – from your fellow traders and customers to our neighbours, shopkeepers, and contractors.

**Be engaging and welcoming** with customers, tell them about you, your brand and your story to grab their attention.

**Keep it in your zone**, from how lighting is directed into your stand to product display. It is important to keep it all in your allocated area and not spill out.

**All strong-smelling goods or substances must be packaged or contained to minimise detection outside your stall area.** The exception to this is hot food while its being prepared (that one is pretty a difficult scent to contain!). If you are a beauty or wellbeing Trader wishing to light a candle or burn essential oils, you must receive written approval prior to trading.

**Light fixtures should be directed within your stall** – they should not be shining into neighbouring stalls or directly into public spaces.

**Make your stand & products easy to access**





# WHAT WE PROVIDE

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## **Stall Structure**

We will provide a marquee structure based on your booking either a 2.4m x 2.4m, 3m x 3m, 1.8m x 1.8m, or a place inside our communal canopy area (Stall size valid for 2022 only)

## **Stall Furniture**

If you'd like to use your own furniture, you will need written approval prior to trading – so make sure you let us know! We recommend you contact the team prior to investing in any stall furniture, just in case.

## **Tables**

We will provide you with one trestle table – you can request a small or large table when you make your booking request online.

The Rocks Markets' trestle tables come in two sizes:

- 2.4 metres long x 0.8 metres wide x 0.9 metres high; or
- 1.8 metres long x 0.8 metres wide x 0.9 metres high. (This size has adjustable legs.)

## **Back Racks**

Back racks are positioned in Row 1 and Row 2 of the George Street canopy and are 2.4 metres wide x 0.30 metres deep x 1.80 metres high. Back racks are not available for use in other areas of the market. You can use the back rack to display your product or signage.

# WHAT WE NEED YOU TO **PROVIDE**

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## **Awnings**

Currently awnings are not supplied to Traders by the market. An awning option for Traders will be available in 2023. In the meantime, all nonstandard (non Quikshade) awnings must be approved in writing prior to trading.

Awnings may not:

- extend more than 80cm from the stall;
- extend below head height; or
- be used to display stock, signs or other items.

## **Table Covers**

All tables must be covered on all sides visible to the public with a table cover.

Table covers must:

- be clean (and pressed if required);
- be neat and in good condition; and
- not be shorter than 5cm from the ground.

Tables or carts that are designed to be exposed may not require a table cover. Check with the Markets team prior to trading.

## **Merchandise Protection**

We provide overhead coverage only and are not responsible for protecting your merchandise from the effects of the environment. Because we are an all-weather market, this means that you must always be prepared with protective covering for your stall.

We prefer for you to use clear plastic sheeting to fit the sides of your stall, but plain white or plain black walls are also permitted. If you wish to use any other colours, you will need written approval prior to trading.

## **Custom Stall Setups**

Custom stall set ups are also supported – however you need to apply to do this.





# WHAT WE NEED YOU TO **KNOW**

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## **Care of Market Equipment**

Do not use any type of adhesive substance (including blue tac) or otherwise mark or puncture any piece of our equipment. You will be required to pay for cleaning, repairs or replacement of any damaged or marked articles.

We recommend that you use cable ties, blunt hooks, rope, magnets etc. You must remove any attachments to our furniture when packing up.

## **Hanging Items from your Stall**

The total weight of all items hung on any structure provided by The Rocks Markets must not exceed 15 kilograms.

## **Stall Boundaries**

It's worth repeating that all merchandise, signage and displays must be contained wholly within your stall. No item, except for stall awnings, may be placed outside of the stall boundaries. Don't be that stallholder that places freestanding items outside your stall!

## **Cleaning**

Your stall must be left clean and tidy, with no items left behind at the end of each trading day. You will need to take your rubbish away with you. You must not use public bins for stall waste, (its fine to use them for lunch waste!)



# SIGNAGE

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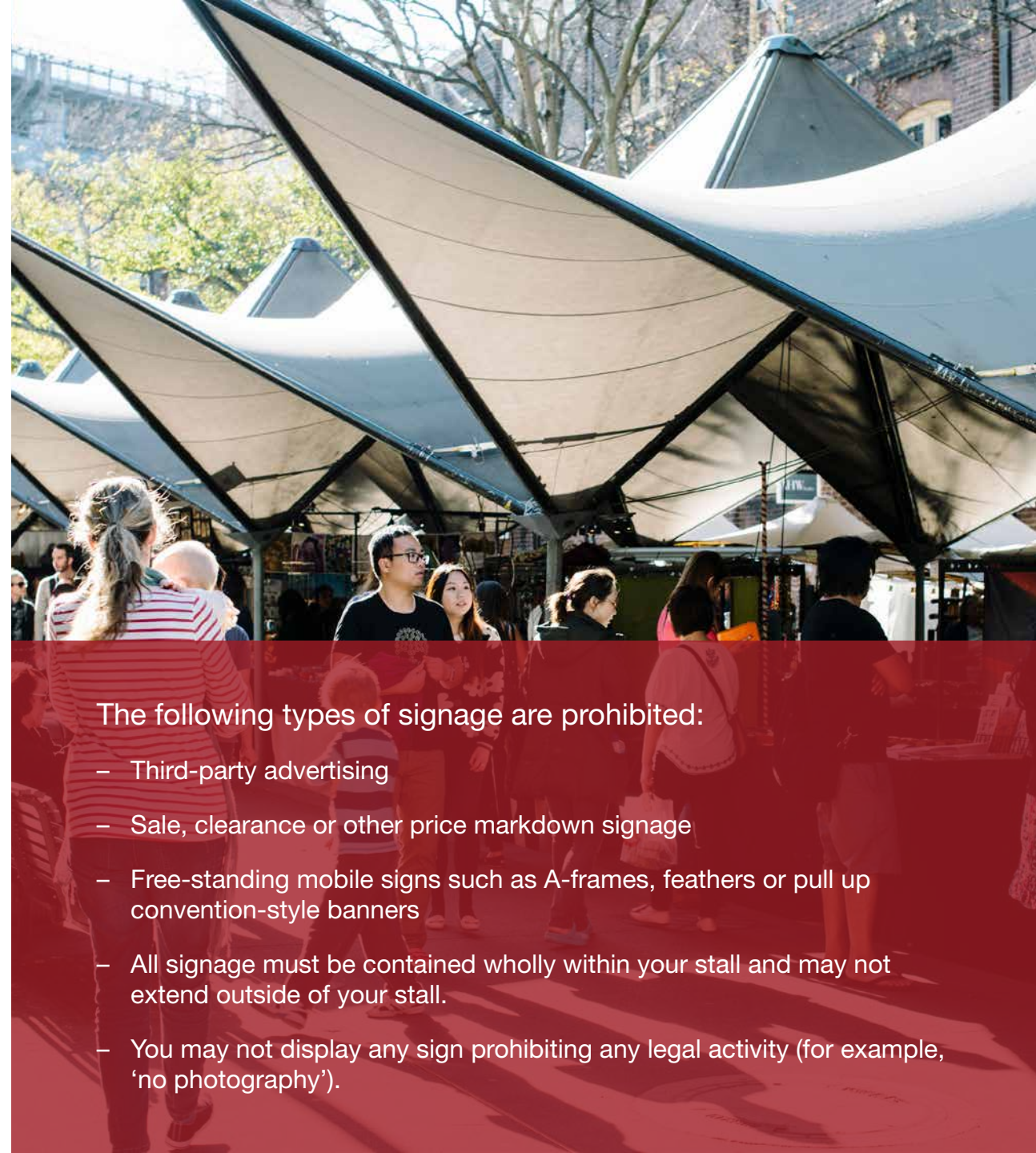
Your signage should complement the overall character of the precinct as well as the markets and your brand. We're talking about well-designed commercial signage that uses traditional materials in a contemporary approach, and we discourage the use of plastic laminated signage. If you need help with your signage, get in touch!

Your stall must have signage depicting its name, Signage, position and securing method must be approved in writing before use (we don't allow adhesives of any type to be used).

Remember, all signage needs to be approved in writing, so before you order a banner or refresh existing signage have it approved in writing, just email [therocksmarket@property.nsw.gov.au](mailto:therocksmarket@property.nsw.gov.au) with your artwork, type of sign and attachment method.

Food traders may have additional signs, such as menu boards and specials boards. You must that you keep your signage within your stall, and in keeping with your brand identity. This signage will need to be approved in writing before use.

As our signage standards will change in 2023, we are advising all Traders not to invest in signage at this point in time. We are looking into signage options for our traders; however, these options are yet to be finalised.



The following types of signage are prohibited:

- Third-party advertising
- Sale, clearance or other price markdown signage
- Free-standing mobile signs such as A-frames, feathers or pull up convention-style banners
- All signage must be contained wholly within your stall and may not extend outside of your stall.
- You may not display any sign prohibiting any legal activity (for example, 'no photography').



# PACKAGING

## Packaging And Sustainability

On 16 November 2021, the NSW Government passed the Plastic Reduction and Circular Economy Act 2021.

This legislation delivers on the government's commitment to ban certain problematic plastics, such as single-use plastics and address the problem of plastic waste.

We encourage our Traders to make use of sustainable, innovated packing and signage solutions.



# VISUAL MERCHANDISING STYLING & PRESENTATION

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When we look good, we feel good!

Excellent stall presentation and visual merchandising make all the difference – customers get to experience a beautiful setting, and that translates to better sales for you! To keep everything looking spick and span from time to time we may ask you to remove, repair, adjust or replace items on your stall.

Your stall set up is your unique opportunity to show your customers who you are at a glance so pay attention to it. Your set up need to be eye catching both inside side and out. Don't have anything on showing to break the illusion. No storage bags, boxes or equipment stuffed beside or behind the stalls, it creates the wrong impression, and we will ask you to move them.

Please also consider your neighbours, your stall is your world, not the area around the stall! Everything needs to stay inside the stall boundaries. Think carefully about the amount of stock you bring, as we will request you remove any items that are set up outside your stall.

A simple and clean approach can often be the best to help your product stand out. Styling should complement the product and choosing props that are relevant to your brand is key. The presentation of your stand always is paramount to maintain nature of our Market and to support our trader community in creating a market we can all be proud of.

