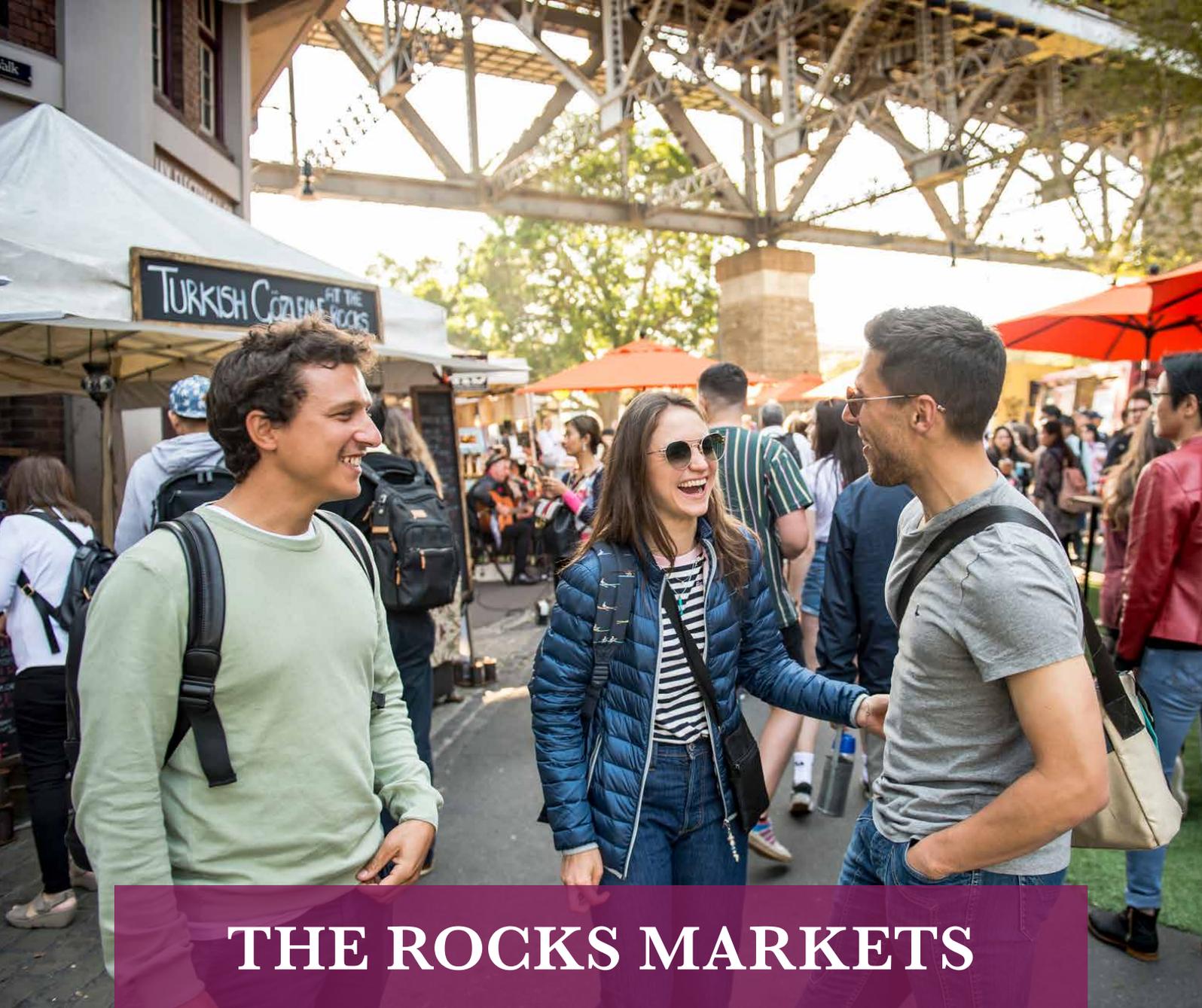




THE ROCKS MARKETS





THE ROCKS MARKETS

Our vision for The Rocks Markets is to be **Sydney's most iconic and sustainable market**, famous for its artisans and experience.

To do this we are seeking high-quality, unique products combined with passionate and knowledgeable Traders to work with us in an unbeatable, iconic location.

The Rocks Markets will provide a platform for emerging artists, designers, providores and artisans to showcase their wares to a diverse customer base. We have a strong focus on creating an appealing experience for our local Australian audience.



OUR VALUES

We bring together a like-minded community of traders and artisans at The Rocks Markets. We live by these values, and share them with our traders:

Origin & Identity

We celebrate Australian design, Australian-made, Australian-grown and your story is important. We look for a cohesive and strong brand story across product, presentation, packaging and digital presence.

Best In Class

We showcase the best by curating the most innovative and unique makers, producers and growers who are top of their field.

Sustainable & Ethical Practice

We champion ethical business practices including sustainable growing, farming, production, materials/packaging and ethical manufacturing methods.

Social & Community Connection

We create a valuable connection between our traders and our community. We encourage all our traders to reach out to the community through social platforms, as well as, developing relationships within the community, both with other traders and with customers.



OUR PRODUCT CATEGORIES

Art & Design

We feature the best local merchants, artisans and emerging brands. We look for excellent design and craftsmanship. We seek original, handcrafted, repurposed or vintage sellers with ethical, sustainable practices at the core of their business model.

- Accessories, apparel (fashion) & textiles
- Art, prints & photography
- Living & homewares
- Gifts
- Jewellery
- Woodwork & ceramics

Health & Wellbeing

We promote best-in-class products and/or services in the beauty, healthy eating & nutrition, fitness, mind-body or wellness categories.

- Florals & plants
- Healthy food & drink
- Beauty
- Pets
- Wellbeing products and services
- Healthy / sustainable / regenerative lifestyle products and brands

Food & Drink

We seek unique, quality food and drink products that are beautifully presented and taste amazing. We love quality, fresh produce carefully selected and beautifully presented. We work to ensure our farmers benefit from products sold at The Rocks Markets.

We showcase a variety of high-quality offerings across artisan food and drink traders, as well as fresh producers with a primary focus on celebrating the state of New South Wales. We also provide an opportunity for the community to interact with the individuals who grow, raise and make their food and drinks.

- Hot food – food / drinks made to order / cooked onsite
- Fresh produce
- Pre-packaged – food / drink sold in closed packaging
- Artisan original / limited edition offerings
- Cold beverages – non alcoholic
- Hot beverages – non alcoholic
- Fresh baked goods
- Savoury snacks (smaller goods)
- Desserts and sweets
- Beverages – alcoholic



APPLICATIONS

Any Trader that fulfils our criteria can apply to trade in The Rocks Markets. Each application will be assessed by a committee of Placemaking NSW appointed representatives.

The panel may include industry peers, retail experts and professionals across the sector. We will assess your application against the criteria, and your alignment to The Rocks Markets values. Please note as part of an application, all claims made, must be able to be demonstrated.

In order to legally trade at The Rocks Markets all Traders need to have Public Liability insurance and an ABN (or equivalent). In addition, if you are selling food or alcohol you will need to provide additional information including your NSW Food Authority Food Business Notification Number, Food Safety Supervisor Certification, Temporary Food Stall Permit (from City of Sydney) and liquor licensing, to be able to trade.



PRODUCTS THAT ARE NOT ACCEPTED

- Goods produced in bulk that have no connection to an Australian artist or designer.
- Franchise operations.
- Rebranding, relabelling or repackaging of goods produced by others.
- Products that infringe on the intellectual property of other makers, producers, artists or brands.
- Products that are primarily focused on tourists trade and not local customers as this is a key focus for the refreshed Rocks Markets.
- Indigenous product/artwork/designs from Traders who are not the actual First Nations artist or producer themselves, and are not signed up to the Indigenous Art Code. Further details can be found here: [Indigenous Art Code | The Indigenous Art Code Ltd administers a voluntary industry Code of Conduct known as 'the Code'. The Code is a set of rules and guidelines that dealers \(both Indigenous and non-Indigenous businesses\) commit to follow to ensure ethical practices and fair treatment of artists.](#)



EVALUATION CRITERIA

This is the criteria that we use to assess your application:

- 1. The type of product/s:** Creative, contemporary and original products, locally designed, grown or made. We look for quality, artisan products that stand out. This can include repurposed vintage items. The connection between the product and how it was created is important to us. We need to be able to communicate the unique brand story of the product to our customers – be it an artisan gift or a hand-made piece of jewellery. Products need to be unique and distinctive that can appeal to a local audience.
- 2. Originality:** Products that are unique and not commonly found in other retail precincts including The Rocks (where applicable). We support and champion work that uses interesting techniques and exciting methods of making.
- 3. Sustainability:** We have strong values on sustainability, and we ask that packaging where possible is certified commercially compostable and/or recyclable. We follow the NSW Government policy guidelines on the use of plastic. We look for products that follow ethical business practices including sustainable materials/packaging and ethical manufacturing methods. We ask that you include detail on the sustainable practices that are used in the creation of your product as part of your application. Business sustainability, carbon footprint, short runs and longevity are also considerations.
- 4. Presentation:** We look for a high standard of product presentation and quality that meets the ever-evolving expectations of customers. We love traders who create an immersive experience through the design and presentation of their products and stalls. We also consider the digital presence of the Trader as part of the presentation criteria.
- 5. Provenance:** We support Australian designers, makers, artists and producers so the design, creation and/or the manufacturing of these products needs to be conducted in Australia. We understand that for some products, being entirely produced in Australia is not possible due to availability of materials. We need demonstrated evidence to support all claims of provenance. Please note the retail experience of the applicant, including experience trading in other markets and/or retail precincts, is also considered.



CRITERIA WEIGHTING

Criteria	Weighting
The type of product/s	30
Presentation	25
Provenance	15
Originality	15
Sustainability	15
Total	100



SCORING FRAMEWORK

These are the scoring levels used when assessing your application. Each application is scored against the five (5) evaluation criteria elements and alignment with The Rocks Markets values.

Score	Description
4	Alignment with the criteria and values exceeded. All claims are fully substantiated and the proposal is of an excellent standard. Demonstrated strengths, no errors, risks, weaknesses or omissions.
3	Alignment with the criteria and values met. Minimal weaknesses or omissions in information.
2	Partial alignment with the criteria. Alignment with criteria can be corrected/overcome with minor effort or additional information.
1	Poor alignment with the criteria. Alignment with criteria cannot be corrected/overcome without significant change.
0	Unsubstantiated claims or failed to provide a response against the criteria element. Product elements that do not comply with the criteria.

SUPPORTING DOCUMENTS

We have a number of documents available that can support you with applying:

The Rocks Markets Presentation Guidelines
The Rocks Markets Sustainability & Ethical Practice Guidelines
The Rocks Markets Trader FAQs



READY TO APPLY?

Great! We are so looking forward to hearing from you. Applications to trade at The Rocks Markets can be found at therocks.com.

If you need additional support please email us at marketapplication@property.nsw.gov.au

