



mission statement

We aim to provide a boutique style marketplace for retailers to showcase their unique wares, in a relaxed and supportive environment.

Allow individual business owners the opportunity to form partnerships with like minded traders who may also share similar aspirations and goals.

We offer an extension of our marketplace through our website to ensure retailers continuity and maximum exposure. We maintain the diverse level of retailers with business support through a range of boutique services that develop and encourage growth and exposure.

about boutique markets

Boutique Markets has been operating since June 2009 and we have quickly built momentum to become a quality marketplace for boutique items.

We operate on a monthly basis, opening for retail on the second Sunday of each month from 8am until 1pm. We have limited spaces available for our retailers who offer a variety of quality products with unique design and affordability.

Our market showcases predominately hand made and/or hand designed boutique items. When selecting retailers, we ensure our guidelines are broad enough to allow variety, but detailed enough to ensure uniqueness and a balanced mix of products and designs, whilst demanding quality workmanship, materials and presentation. We can confidently guarantee that visitors will come to expect nothing less than high quality at Boutique Markets. Our criterion, quotas and selection process, demonstrates to our existing retailers, and offer our new retailers, the respect that is deserved.

We are branching out and offering the public many and varied avenues to explore the many wonders on offer at the Boutique Markets and this can be seen on our website at www.boutiquemarkets.com.au where shoppers can join our mailing list or view our retailer's wares.

Our aim is to attract retailers with a desire to trade on a permanent basis giving our customers continuity and reassurance in our marketplace.

our choice of venue

Portside Wharf (a venue of Brookfield Multiplex) was chosen specifically to cater to the needs of our customers and as a complimentary backdrop to the quality and style we encompass.

There is plentiful parking, ATM facilities, wheelchair access, a fantastic park and playground nearby for the kids, cinema's, restaurants and of course you can sit down and enjoy fabulous coffee and/or breakfast in one of the surrounding cafés.

criteria

Retailers trading at our markets are hand selected and must meet specific criteria and quotas to ensure our customers are offered the boutique shopping experience we aim to promote.

When selecting retailers, we require:

- Product uniqueness
- Quality/finish
- Style/tastefulness
- Depth of product range
- Cohesiveness of entire range i.e. it tells a story, all products are relevant to one another
- Professionalism of presentation of the business/concept (including visual merchandising, branding and marketing material to be used at the Markets)
- Product fit - Is the product the right fit for the Boutique Markets customer demographic?
- Availability of the product in other retail spaces
- Level of personal involvement of the applicant in the design/creation/production of the product
- We are not an avenue for promoting party plans, nor a way of selling off old stock, sale stock or mass produced items.
- The Boutique Markets isn't offering any stalls to franchise businesses. We believe that franchise businesses have the backing of a much larger companies that can offer support and marketing tools to their franchisees whereas the Boutique Markets are offering a platform for individually unique businesses to trade.
- A genuine desire by all retailers to respect our markets and the other retailers who trade.

It is essential that our market compliments the Portside Wharf shopping precinct and therefore we must also adhere to their existing retail guidelines. This requires our retailers to maintain a high level of presentation regarding product and branding as outlined above.

Failure to adhere to these guidelines may jeopardise your application or position with our markets and this will be enforced on market days. Our criteria and selection process is in place to protect the good name of Boutique Markets and to ensure a high level of quality and uniqueness from our retailers.

The Organisers reserve the right to refuse an application based on the criteria provided to them, or by the quotas in place at the time of application.

terms of trade

Retail spaces will be offered on a permanent monthly basis, with a 3 month review period unless otherwise negotiated. At the end of each retailer's 3 month period, Boutique Markets reserves the right to reassess a retailers market agreement.

Retail spaces are offered to individual businesses, unless your application states otherwise and is negotiated with Organisers.

If 2 separate businesses wish to share a retail space, there is a shared retail fee. If you require power to your site, there is also a separate powered site fee.

fee structure

There is a one off (non refundable) application fee of \$20 that is payable upon receipt of your retail application. This fee is to cover the cost of the administration involved with processing your application and does not guarantee you a space at our markets. This fee is subject to change without notice.

All retail fees are non refundable.

fee table

Marquee type	Frequency	Single	Shared	Powered *	Powered Shared *
Standard	Mthly	\$75	\$100	\$85	\$120
	Qtrly	\$210	\$285	\$240	\$350
Premium 3 x 3 (exposed sides)	Mthly	\$90	\$120	N/A	N/A
	Qtrly	\$250	\$340	N/A	N/A
Casual	Mthly	\$90	\$120	\$105	\$140

* Limited spaces available

This is inclusive of, but not exclusive to:

- Hire of space*
- Shade cover (marquee)
- \$20 million public liability insurance on Market Day only. Boutique Markets insurance cover is limited and your product may not fall within our coverage. Notification will be given if individual insurance is required.
- Email format newsletter that you can distribute to your mailing list
- Inclusion of business logo and a short profile on the retailers page of the Boutique Markets website
- Enhanced exposure through Boutique Markets marketing campaigns and targeted market calendar activities.
- Concurrent marketing with Brookfield Multiplex Portside Wharf's extensive marketing campaign including billboards, banners and brochures delivered to over 22 000 city rim homes, letter drops and invitations sent via the Boutique Markets mailing list.

** Retailers are offered an approximate space of either 2m x 2m or 3m x 3m. This space may be reviewed at the discretion of Boutique Markets or through a request in writing by a retailer. Requests will be subject to availability and assessment of each application and costs will vary accordingly. While we try our best to accommodate our retailers' needs, we cannot guarantee your request each month.*

retailer market day requirements:

- Supply all tables, racks and merchandising tools to sufficiently display and uphold Boutique Market standards. It is your responsibility for insurance that your tables, racks and all merchandising tools are secure and in good working order.
- Supply your own sandbags or equivalent weights to 10kg capacity (minimum 2, recommended 4) It is your responsibility for insurance that your marquee is secure.
- All tables within your space to have floor length table cloths to conceal any boxes/packages required for your stall setup.
- Product and display items are to be carried/trolleyed in and out of the venue due to parking and loading constraints. (Parking will be available in a nearby carpark and maps will be provided prior to trade)
- Absolutely no consumption of alcohol during trading hours
- Smoking is prohibited within your marquee or within the market place. Smoking in the precinct must be at least 10 metres away from an entrance or exit of any retail space.
- Set up of stalls from 6.30am and pack up of stall not before 1pm. Portside Wharf has residential living within the precinct and therefore it is a requirement that we are conscious of the amount of noise made prior to 8am. We require our retailers to respect this request.
- Clean own space. Leave your space as it was found please, i.e. clean, marquee disassembled and standing in retail space. Market area is to be vacated by 2pm at the latest.
- Any merchandising that you wish to hang from the marquee's, including signage, racks, banners or product etc. must be approved by market organisers prior to it's inclusion in your retail space. Lightweight signage, banners, bunting etc. will be allowed providing they meet our merchandising standards.
- All merchandising equipment, including racks, tables, signage, floor coverings etc. must be located within retail space boundaries as outlined by your marquee.
- All walkways and thoroughfares must be kept clear at all times and retailers must cooperate with the organisers in ensuring this is maintained.

payment details

The 'boutique buzz' (a retailer only newsletter) will be sent each month prior to your payment being due with links to payment options and other important retailer updates.

Payment for each market is due on the 1st of the month. If your retailer fee is not paid by the due date, a single reminder notice will be sent via email and if still not paid by the 3rd of the month, a \$5 processing fee will be added to your retail fee. We would encourage you to pay when you receive notice so you don't miss your unique retail opportunity.

Monthly fees are due on the 1st of the month. Quarterly fees are available in the months of July, October, January and April and are due on the 1st of each 3 month block.

Payment methods are:

Direct deposit into Boutique Markets account, or PayPal

***Please note that Credit Card Payments will be accepted when using PayPal.*

Receipts for direct deposit payments will be emailed after market day.

The cost of participation is subject to review prior to each market day. Retailers will be notified of any changes relevant to them.

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standby retailer policy

There are standby/casual retailer fees as per table above and are per market and are subject to change.

Our standby list is accessed when a current retailer is unable to attend a market, (this happens from time to time due to family commitments, sickness, holidays etc) or when an existing retailer withdraws from trading.

When offered a standby position it will generally be for trade on one market day; however it has potential to be for a permanent market position if a retailer withdraws.

The standby list will also be accessed during busy trading markets like our Xmas markets or other promotional markets when we will increase the retailers trading on market day. Fee notification and information will be sent via an email.

Retail fees are to be paid by the due date as stated in our retailer only 'boutique buzz'.

withdrawal/cancellation policy

If you are unable to attend any given market or if you wish to permanently withdraw from trade, written notification to the Retail Liaison Manager (leasl@boutiquemarkets.com.au) is required by the 20th of the month prior to market day. If you are unable to attend any paid month, and we are able to fill your space, your fee will automatically be transferred to the following month. This notification is required to ensure we can fill the market place and give our casual retailers ample notice to provide their customers with the best selection of product.

If however we are unable to fill your space, you will forfeit this payment.

This policy is required as we do not want gaps in our marketplace and our regular retailers deserve respect and continuity of retail partners.

calendar of events for 2010

Sunday, Jan 10th	Sunday, July 11th
Sunday, Feb 14th	Sunday, Aug 8th
Sunday, Mar 14th	Sunday, Sep 12th
Sunday, Apr 11th	Sunday, Oct 10th
Sunday, May 9th	Sunday, Nov 14th
Sunday, Jun 13th	Sunday, Dec 12th

other information

- Retailers must sell only the range/product that has been detailed and approved in their application form, any changes to this must be made in writing and will be subject to approval.
- Retailers must not include a new, present or past retailer's product without prior consent from the organisers.
- Retailers must also not approach past or present retailers to stock their product within their retail space for a 6 month period after that retailer has left the marketplace.
- Owner(s) of the business must be at the Boutique Markets for the vast majority of trading hours.
- Retailers are responsible for the security of their own merchandise
- Retail fees will not be refunded in the event of unfavourable weather conditions.
- Retailers will pay fees at their own discretion and should not commit to a market if they are concerned they will not get a refund.

market agreement

On completion of your application to trade being filled in and your acceptance into our marketplace, a link to access our market agreement will be sent to you to sign. Please return the original to us either via mail or on market day.

retailer review

Boutique Markets commits to a formal review with each retailer on a 6 monthly basis.

where to from here

If you are interested in trading please complete a Retailer Application and return it to us, along with your application fee as soon as possible. It is essential for the selection process to include as many images as possible including photos of branding, product lines and any other relevant images. While every effort is made to include your stall in our next market, your application will be reviewed on individual merit and we will notify you with an Offer of Trade via email.

retailer application checklist

Retailer application	Insurance policy (if required)
Product images	Application Fee