

Invitation to AgriWest Members to participate in the Caroline Springs Market

History

In 2005, Melton Shire Council, Delfin Lend Lease and the Caroline Springs Community Development Association (CSCDA) formed a partnership, with a vision to develop a community market to service residents and small businesses in the Shire of Melton, and Melbourne's western region. The market, to be located at CS Square at Caroline Springs, will be held on the second Sunday of every month (excluding July & August), with two twilight markets to be held in December and January of each year. The CSM will feature fruit, vegetables, fresh produce, art and craft products and services made, and provided, by local producers, growers, value-adders and artisans.

The Caroline Springs Market will be dedicated to providing both quantitative and qualitative benefits to Melbourne's western region, such as stimulating economic development, increasing tourism visitation and building a strong sense of community; while also facilitating the professional development of artisans, producers and value-adders who reside and work within the region.

Locally made. Locally grown policy

The fundamental principal that supports the development, implementation and operation of the Caroline Springs Market is that items for sale at each market will be **hand-made** or **hand-grown** by local businesses. It is acknowledged that there are gaps in both produce, services and products within the region, and that these items will need to be sourced from throughout the state. However, wherever possible, priority will be given to supporting and selecting local producers, artisans and value-adders.

Caroline Springs Market structure

The Caroline Springs Market is governed by a ten person, volunteer steering committee. The steering committee is made up of producer/artisan representatives from the community, local government, community groups and businesses with an interest in the establishment and on-going operation of the market. The CSM is a not-for-profit membership based organisation. All monies earned by the CSM will be ploughed back into the market, its resources, stallholder training and mentoring etc...

Note: A schedule of CSM Membership and Stall fees is included on page 3 of this document.

Agribusiness Retail Agent

The CSM steering committee understands that it may be difficult for primary producers and agribusinesses to attend the CSM personally on a monthly basis, and also that many items grown and produced in the region are seasonal in nature and may not be available all-year-round.

Therefore, the Caroline Springs Market is offering an exclusive Agribusiness Retail Agent service for primary producers and agribusinesses who would like to sell their product at the CSM, but who are unable to attend personally.

Introducing Farmer2u

Farmer2U is an exclusive agency providing a retail service for farmers and producers at the Caroline Springs Market (CSCM). This service is an opportunity for local farmers and producers to widen their customer base and raise the profile of their products within the Shire of Melton, and Melbourne's western region.

The Caroline Springs Community Market is a joint partnership project between Melton Shire Council, Delfin Lend Lease and the Caroline Springs Community Development Association



Benefits of selling your product at the CSM through Farmer2U:

- Collective marketing and advertising campaign
- Prime location within the Caroline Springs Market
- Exposure to wide target market
- No labour costs
- Convenience (Farmer2U will pick up and drop off your product)
- Low cost presence at the Caroline Springs Market
- Reduced Environmental Health rates with Melton Shire Council

Farmer2U charges and fees

Farmer2U has developed a schedule of fees, in conjunction with the CSM steering committee, that cater for a variety of businesses and their requirements.

To find out more about Farmer2U please contact Cathy on 0418 100 229 or via email cathyperconte@yahoo.com.au

General market membership and stall fees

The Caroline Springs Community Market operates using a membership-based model.

Annual Membership fee

Permanent stallholders are required to pay an Annual Membership Fee. For the first twelve months, this fee will be \$75 (ex-gst). This fee will be reviewed annually, as part of the CSM business planning process, and adjusted, as appropriate or necessary.

Market Day fee and Shared Stall fee

In addition, a Market Day Fee of \$35 (ex-gst) is charged per stall, per market. A shared stall option is available to smaller producers/artisans who would prefer to share a stall with another complimentary producer/artisan. The Shared Stall fee is \$45 (ex-gst) however both participating stallholders must pay the CSM Annual Membership fee.

Double stalls

Stallholders with large products or a large range of items for sale may request a double stall. The standard Market Day Fee of \$35 (ex-gst) **per stall** will apply.

Casual Stallholder fees

Casual stallholder are given a two-market "grace period" whereby they are able to attend the CSM market and pay only a Casual Market Day Fee (\$50 ex-gst). This option is designed to enable new or potential stallholders to test to see if the CSM is an appropriate retail outlet for their product or service.

In order to participate in a third market, however, casual stallholders are obliged to become paid members of the CSM, and pay the Annual Membership fee. Their Market Day Fee will then be reduced to \$35 (ex gst).

Fee schedule (summary)

Fee type	Fee amount (ex-gst)
Annual CSM membership fee	\$75
Market Day fee (monthly)	\$35
Shared Stall Market Day fee (monthly)	\$45
Double Stall Market Day fee (monthly)	\$70
Casual Stall Market Day fee (x 2 months)	\$50

Note: Any bank fees incurred as a result of dishonoured cheques etc... will be recouped from the stallholder.

Please note: Agribusinesses and primary producers who are members of the CSM and who choose to use the Farmer2U service, **are not** required to pay a monthly market stall fee.

However, to participate in more than two markets, the \$75 annual membership still applies.

Membership benefits

There are a number of benefits available to paid members of the CSCM. These include, but are not limited to:

- Access to an extensive schedule of professional development training workshops and seminars offered by CSCM, in conjunction with VU. These workshops will cover topics such as:
 - marketing your small business
 - growing your small business
 - business planning
 - financial planning and reporting
 - taxation and small business
 - OH&S
 - recruiting etc...
- An on-line business profile on the CSCM website, including a photo, product information and business contact details
- Reduced "Temporary Food Stall" fees
- Reduced website hosting through NetRegistry
- Opportunities to participate in facilitated business development initiatives such as business clustering and supply-chain development
- A monthly newsletter
- Exclusive networking functions and opportunities
- Voting rights on all issues relating to the operation and organisation of the CSCM
- Eligibility to nominate and be voted on to the CSCM steering committee
- Invitation to CSCM end of year function
- Invitation to the exclusive CSCM end-of-season celebration event.

Special offer:

Stallholders who pay eleven (11) Market Day fees in advance will receive their 12th market day for FREE.

Benefit summary

Community benefits:

- to develop a sense of community and belonging in an emerging region
- to support small, home-based and emerging local businesses
- to increase the number of visitors to the region
- to develop an identifiable local brand
- to provide a low cost family activity
- to educate residents and visitors about the benefits of preparing and eating fresh food, and of buying quality, hand-made products
- to provide an avenue to support new and emerging businesses

Business benefits:

- to expose local products and businesses to new customers
- to provide the opportunity for businesses to trial new products and get feedback from customers
- provide consistent, positive retail opportunities for small, home-based and emerging businesses and local customers
- to retain retail expenditure within region
- stimulate flow-on economic effect for local retailers
- provide professional, networking, clustering and supply-chain development opportunities

More information

For more information about the Caroline Springs Market or to request an Expression of Interest form, please contact Sue on 0423 003 823 or by email at suelazar@optusnet.com.au

For more information about Farmer2U, please contact Cathy on on 0418 100 229 or via email cathyperconte@yahoo.com.au
