

Plantation Park Market Operator

Applicant Guidelines for Expression of Interest

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Plantation Park Market Operators – Expression of Interest

Burdekin Shire Council (the principal) invites Expressions of Interest (EOI) from suitably qualified local community organisations to undertake the role of Market Operator for the Plantation Park Markets in Ayr, held on the third Sunday of each month.

Council seeks an operator who can continue the markets' strong community focus while supporting their long-term growth, sustainability, and activation of the Plantation Park precinct.

Background

The Plantation Park Markets are a well-established monthly community event within the Plantation Park precinct. For many years, the markets were successfully coordinated by the Burdekin Subbranch of the Vietnam Veterans Association, who built a strong foundation of community participation and stallholder engagement.

The markets provide opportunities for local growers, makers, and small businesses to showcase their products while offering a vibrant, family-friendly experience for residents and visitors. Council recognises the potential for the markets to further develop into a signature attraction for the Burdekin region.

Desired Outcomes

Burdekin Shire Council seeks an operator who can demonstrate the ability to:

- Deliver a well-organised, vibrant, and inclusive community market.
- Maintain the long-standing tradition of hosting the markets on the third Sunday of each month.
- Support local economic development and small business participation.
- Attract both residents and visitors to the Plantation Park precinct.
- Foster a safe, welcoming, family-friendly atmosphere.
- Contribute to the long-term sustainability and growth of the markets.

Scope of Services

Market Coordination

- Continuing the established schedule of hosting the markets on the third Sunday of each month.
- Planning, organising, and delivering the Plantation Park Markets on each scheduled market day.
- Managing stallholder applications, bookings, allocations, and compliance including all relevant insurance and food safety requirements.
- Ensuring a diverse mix of stalls, including:
 - Fresh produce and plants
 - Local handmade goods and crafts
 - Food and beverage vendors
 - Community groups and local businesses
- The appointed Market Operator will be required to comply with the Standard Market Operating Conditions outlined in Appendix A.

Market Operations

- Setting up and packing down market infrastructure (where applicable).
- Providing on-site supervision and support during market hours.
- Ensuring compliance with relevant legislation, insurance, permits, and safety requirements.
- Maintaining a clean and safe market environment. This will include:
 - Monitoring all vehicles to ensure there is no damage to council grounds/grass
 - Disposal of waste after the event as required
 - Maintaining the cleanliness of the grounds after the event
 - Monitor, manage and report any safety hazards (such as slips, trips and falls) to Burdekin Shire Council
 - Ensure appropriate access for emergency vehicles if required

Promotion and Engagement

- Promoting the markets through social media, local networks, and community channels.
- Encouraging participation from local growers, artisans, and small businesses.
- Incorporating entertainment, activities, or community involvement to enhance the visitor experience.

Growth and Development

- Proposing initiatives to increase stallholder numbers and visitor attendance.
- Building partnerships with local businesses, tourism operators, and community groups.
- Identifying opportunities to expand or enhance the market offering while respecting the established monthly schedule.

Site Plan

- Provide a basic market site plan showing stall locations, amenities (toilets, seating, stages, generators, refrigeration), loading areas, entry/exit points, the total number of stalls, spacing between stalls/rows, and any power or water connection points.

Submission Requirements

Interested organisations are asked to provide:

Organisational Information

- Name, ABN, and contact details.
- Overview of the organisation, including relevant experience.
- Details of key personnel involved in market operations and a staff absentee back-up plan.

Capability and Experience

- Demonstrated experience in event management, community markets, or similar activities.
- Examples of previous community engagement or local partnerships.
- Evidence of capacity to manage compliance, safety, and operational requirements.

Proposed Approach

- Vision for the Plantation Park Markets.
- Strategies for attracting stallholders and increasing attendance.
- Proposed promotional and community engagement activities.
- Any innovative ideas for enhancing or expanding the markets.
- Market policies related to the market i.e. permissible and non-permissible items allowed for sale.
- Confirmation of the organisation's ability to operate the markets on the third Sunday of each month.

Financial Information

- Proposed fee structure, operational model, or revenue-sharing approach (if applicable).
- Any anticipated support required from Council.

Evaluation Criteria

Submissions will be assessed on the following criteria:

- Demonstrated capability and relevant experience.
- Quality and feasibility of the proposed approach.
- Capacity to deliver safe, compliant, and well-managed markets.

- Commitment to supporting local businesses and community participation.
- Ability to continue the established monthly schedule.
- Innovative ideas for growth and long-term sustainability.

Lodgement Details

Expressions of Interest must be submitted to Burdekin Shire Council in writing by the nominated closing date. Council may request additional information or invite shortlisted organisations to discuss their proposals further.

Additional Information

Council reserves the right to accept or reject any submission, negotiate with applicants, or discontinue the EOI process at any time. This EOI does not constitute a contract or offer of contract.

Appendix A - Standard Market Operating Conditions

The Market Operator, market stallholders, and any other third parties undertaking activities at the markets must comply with Council's risk management and insurance requirements.

The Market Operator is responsible for ensuring all reasonable actions are taken to adequately identify and manage risks associated with the conduct of market activities, including the provision of a safe and accessible market layout that ensures the safety and wellbeing of staff, volunteers, subcontractors, stallholders, and visitors.

The Market Operator will be responsible for notifying Council of any maintenance issues arising from public toilets and other assets used in conjunction with the markets. Any costs associated with the hire and servicing of temporary toilet facilities (additional to existing public facilities) will be borne by the Market Operator.

Any complaints in relation to the operation of the market are to be initially directed to the Market Operator.

All directions issued by authorised Council Officers or members of the Queensland Police Service must be adhered to at all times.

Markets will operate on the third Sunday of each month between 8:00am and 12 noon, with one hour allocated for bump-in and bump-out either side of these times.

Market Operators should give priority to stallholders who make and sell locally produced goods, services, art, and crafts.

Products of a similar nature to those available for sale by retailers in the local business area that are mass-produced and/or repackaged are discouraged.

Preference is to be given to Australian-made products over imported produce or products.

Market Operators are to maintain a public liability insurance policy with coverage of no less than \$20 million.

No mechanical rides are permitted without prior Council approval.

No animal rides are permitted without prior Council approval.

No inflatable devices with a total height above three metres are permitted. Inflatable devices under three metres in height will require a separate agreement between the Market Operator and the stallholder, inclusive of liability insurance and relevant engineering certifications.

The sale of tobacco or vaping products is prohibited.

The sale of noxious or environmental weeds is prohibited.

Stallholders must not use single-use plastic containers, utensils, or carry bags.

The sale of glass items and items utilising glass receptacles or packaging is permitted for the purpose of the market by registered stallholders. Market Operators must ensure that any broken glass resulting from these items is removed and the area is left in a safe condition.

Market Operators must ensure that all food stallholders have submitted a Temporary Food Stall Application to Council's Environmental Health Officer for assessment and have obtained written approval prior to operating. Penalty infringement notices may be issued to those who operate without approval.

All food stallholders must operate in compliance with the requirements of the Food Act 2006 and the Australia New Zealand Food Standards Code.

The sale of locally produced alcohol may take place. Market Operators must ensure that the stallholder holds the appropriate licences to undertake this activity.

All markets will be subject to inspection by Council Officers to ensure compliance with the provisions of this policy, the Local Government Act, Work Health and Safety Act, Food Act 2006, and all other relevant legislation.

If requested, the Market Operator is to provide Council with reporting on the number and types of stalls and any variations to approved site plans.

Access to existing public amenities and infrastructure is to be maintained while markets are operating, including public toilets and playground facilities.

The parking of vehicles on Council reserves is not permitted, except during bump-in and bump-out.

Any advertising signage erected by the Market Operator must be positioned in locations that do not cause a hazard to passing motorists or pedestrians and must be secured appropriately. Signage must meet the requirements of any relevant Council local laws. Market Operators should obtain approval from the appropriate authorities before erecting advertising signage.

It is the Market Operator's responsibility to ensure that participants (for example, volunteers and stallholders) are aware of the need to comply with existing parking conditions and regulations. This also applies during bump-in and bump-out times. The Market Operator should monitor market-generated parking to ensure it is managed in a safe and orderly manner.

Council will review market operating conditions and monitor their sustainability and suitability for the long-term viability of the markets.

