

Guidelines for the Paihia Village Green Art & Craft Market (FINAL)

Focus Paihia Community Trust (FPCT) are mandated by the Council to run the Paihia Art and Craft Market (PACM).

They believe that the stall holders make the market. They appreciate the efforts in preparing for each market day and hope for a prosperous season.

Please review the following policies, which are subject to change. Updates will be sent to the email address provided in the application.

ENQUIRIES

Please read these guidelines and direct all enquiries via email to info@focuspaihia.org.nz. If you wish to apply for a stall site refer to the APPLICATION AND CERTIFICATION Section below.

A. GENERAL

- 1) The Paihia Art and Craft Market (The Market) activities are to be compatible with the FNDC Village Green Management Plan.
- 2) Applications for sites open in May and close each year in July. All short listed applications will have products reviewed by a Certification Committee. See Below.
- 3) Prior participation does not guarantee acceptance in the current year's market.

B. OPERATION DAYS

- 1) The Market will only operate when a cruise ship capable of carrying more than 220 passengers is in the Bay of Islands port. Focus Paihia Community Trust has the right to revoke this for special events, i.e. school fairs, community activities, local fundraising activities, Sport Northland events, etc.
- 2) The seasonal pricing and the cruise timetable will be available from the relevant season's booking form. Each cruise ship season is tentatively released in August.
- 3) There will be a maximum of 36 sites on any given ship day.

C. MARKET MANAGEMENT COMMITTEE

- 1) The Paihia Art & Craft Market Management Committee (the management committee) oversees the running of the market. It is made up of one stallholder representative, one Paihia retailer representative and a Focus Paihia Community Trust (FPCT) representative.
- 2) The management committee will make the final decision on stall placement on the green.
- 3) When signing the individual booking form, you are also agreeing to the guidelines and will abide by these while trading on the Paihia Village Green as part of the Market.
- 4) Focus Paihia Community Trust reserves the right to immediately remove any stallholder not abiding by these guidelines. This also applies to any stallholder, (or assistant/helper) involved in any inappropriate behaviour, which may detract from, or upset our customers (and fellow stallholders) experience.

D. APPLICATION AND CERTIFICATION

- 1) All products sold at the Market must be assessed and certified by the Market Certification Committee.
- 2) If you wish to be considered for certification please complete the application process below and email to info@focuspaihia.org.nz.

- 3) Application Process - you are required to submit:
 - Trading name/Stall name.
 - Postal address/Actual address.
 - Home phone/Mobile phone/Email address.
 - At least 6 photographs representative of the items you intend to sell.
 - A photograph of your display.
 - A brief artist statement including the process of how your product/s are made.
- 4) Please note that applications will not be considered without the above information being supplied.
- 5) Only people residing in Northland Districts i.e. Kaipara, Whangarei and the Far North, may apply for a site on market days.
- 6) **Minimum criteria:**
 - Products must be designed and handcrafted by the artist/crafter.
 - No imports or resale items will be accepted.
 - Product that is commercially formed/produced and then 'finished' by the seller will not be accepted.
- 7) Applications for the coming season close in July each year.

E. MARKET CERTIFICATION COMMITTEE

- 1) All products sold at the Market must be assessed and certified by the Market Certification Committee.
- 2) The Market Certification Committee is made up of two independent, suitably qualified individuals and a representative of FPCT. The stall holder representative and/or site manager may also be in attendance, however can not vote. Each product will be assessed and either approved or rejected, based on the agreed criteria. The outcome will not necessarily be confirmed at the time of assessment but when a decision is made, the relevant person(s) will be contacted on the email address supplied with their application.
- 3) The Market Certification Committee will give preference to people who offer a quality product, have a professional approach and a customer focused attitude.
- 4) The Certification process is handled as follows:
The Market Certification Committee meets to examine all of the applications prior to the market season. The committee carefully examines a number of important aspects in each application:
 - What is the quality of the product?
 - How marketable is the product?
 - Does the product meet the minimum criteria as set out in the Market Guidelines?
 - Does the product enhance the overall variety of products at the market?
 - Is the product compelling?
- 5) The short listed applicants will be invited to present to the committee. Please note that being invited to present does not guarantee a site on the market.
- 6) The committee finalises approval of new stall holders or new items from past stallholders and informs the market management committee.
- 7) The certification Committees' decision will be final and no correspondence shall be entered into.

- 8) Those stall holders who meet the market's criteria and are certified but are not given a fulltime site, will be placed on an alternate list to fill available vacancies that regularly occur throughout the season. The majority of the applications the committee receives meet most of the qualifications. If there was sufficient space and resources everyone certified would be admitted.
- 9) An approved stallholder will be given a pass to hang clearly and prominently on their stall. This must be clearly displayed at all times.
- 10) Current stallholders who wish to have new product approved or new applicants throughout the season will need to wait until a formal assessment. There will be a maximum of two assessments after the initial assessment in any given season.
- 11) Stallholders are to only sell 'certified' product. There are no exceptions. Stallholders may not sell any items not approved or shown in their Market application. Market Management has the right to ask stallholder to remove products.

F. CERTIFICATION CRITERIA

- 1) Products must be designed and handcrafted by the artist/crafter.
- 2) No imports or resale items will be accepted.
- 3) Product that is commercially formed/produced and then 'finished' by the seller will not be accepted.
- 4) Product sold to or in local shops cannot be sold on market days.

Wood: A raw piece of wood turned into a completed product, such as a bowl, plate, piece of jewellery, etc. This can include inlays.

Glass: Taking raw product and hand blowing, slumping or fusing the piece to form a finished product. Includes colouring.

Ceramics: Taking clay and forming a completed product, including hand painting.

Books: Hand crafted, if the book is written by the seller and Commercially printed, provided that it is an isolated item on the Stall, it is acceptable.

Fabric and fibre: There is preference for hand woven and hand dyed pieces. At a minimum, the products can take pre-printed fabric/dyed wool and hand craft it into a finished product. However, workmanship must be to a high standard and the degree of work must satisfy the handcrafted aspect. Stuffing in pillows is accepted.

Photography: Accepted if the picture is taken, printed and mounted by the seller. Canvases and frames can be bought, although there is a preference for self-made frames.

Paintings: Paintings must be completed by hand by the seller. Canvases and frames can be bought, although there is a preference for self-made frames.

Jewellery: The jewellery category is often the most applied for category in many art and craft markets. Market Management has identified three subsets of jewellers: Craft, Artisan, and Mixed. Stall holders will be required to display a sign indicating the category for which they are certified.

- **Craft Jeweller Category:** Jewellers who design their jewellery using beads and/or other components they did not create.
- **Artisan Jeweller Category:** Jewellers who craft the components of the jewellery they design (silversmith, gem cutting, stone tumbling, etc.)
- **Mixed Jeweller Category:** Jewellers who offer jewellery that falls into both categories.

Please note that a bought chain/leather/cord on its own has no handcrafted element, therefore is not allowed to be displayed or sold as an individual item.

Pounamu: Pounamu pieces must be hand crafted and be New Zealand jade/greenstone. Certificate of authenticity and/or origin must be supplied at certification and prominently displayed on stall.

Other: Other items not listed above will be at the discretion of the committee.

G. MARKET RELATIONS

- 1) Stall holders should respect one another's space and right to sell their products without intrusion.
- 2) Any stall holders queries, issues or disputes are to be given to the site manager in writing.
- 3) The site manager will resolve the issue or if required take the query to the management committee.
- 4) If a stallholder has suggestions or concerns relating to participants, attendees, or the market, they should notify the management committee.
- 5) Stallholders must keep their crafts and sites to a high standard.
- 6) The management committee has the right to refuse or ban any craft person or craft for any reason the committee deems is inappropriate for the market.

H. STALL OPERATORS

- 1) Sites are not to be shared (i.e., one stallholder per site). This does not include immediate family members who may share a site.
- 2) The stallholder and his/her family members are allowed to sell at the stalls; no agents or resellers. The name listed on the application is considered the stall holder and is responsible for ensuring that all staff are properly trained to know the stallholders artistic process and also the Market's policies.
- 3) Family may assist, but the registrant listed on the application must be the main seller.

I. ACCESS & SET UP

- 1) Vehicle entry to the Green for stallholders will be allowed after 7am on the day. Access to the green will be closed off at 9am sharp, to prevent members of the public from entering and parking.
- 2) Vehicles must be taken off the grounds by 9am. Cars may not be parked beside a stall. No exceptions.
- 3) Stalls must not start to be packed up until 3:45pm, unless prior approval has been granted by the Site Manager.
- 4) No car will be allowed back on the Green before 3.45pm unless there is an emergency. Vehicle access will be locked at 6pm.
- 5) Trailers are either to be removed from the green or kept on the stallholder site and disguised (i.e. used as a table, etc).
- 6) Vendors are responsible for providing their own equipment.
- 7) Sites will be defined when the market is set out at the beginning of the season, but no site will be bigger than 5 meters.
- 8) Gazebos must be 4.5m x 4m, or smaller. Unless otherwise agreed by Market Management.

J. OTHER LOGISTICS

- 1) Village Green entrances and walkways are to be kept clear at all times. There is a "no smoking/no alcohol" bylaw in effect for all reserves.

- 2) Village Green picnic tables and seats are not to be used by site holders. Stalls, including guy ropes, which where possible, must be 2 metres from the park furniture.
- 3) Rubbish and litter is to be removed from the Village Green by site holders at the end of the Market Day and the green must be left in its original state.

K. PAYMENT

- 1) Payment is to be made in advance.
- 2) Options are:
 - One lump sum at the beginning of the season, OR
 - Monthly payments by direct credit/automatic payment to be paid on the first day of each of the months of market.
- 3) All payments must be made by bank transfer. Payments will not be accepted at the market.
- 4) If you are more than 7 days behind in payments you may not be allowed to enter the Village Green until proof of payment can be presented.

L. CANCELLATIONS & SITE RELOCATIONS

- 1) The Market will be open rain or shine.
- 2) No refunds or credits will be given for bad weather, ship cancellation, etc. However if an additional ship is scheduled this day will not be charged.
- 3) Stallholders are required to notify by either email or phone if they will be late or absent 48 hours in advance. Non-compliance with this or repeated absences of more than 3 without proper notice will result in forfeiture of permanent site. No refunds or credits will be given for days missed.
- 4) Market Management has the right and will assign a stall holders' site to another stallholder if the 'regular' stallholder has not arrived.
- 5) If a stall holder is unable to make it on the day, for any reason, they will contact the Site Manager directly.
- 6) Market Management has the authority to move and reassign stallholder sites to enhance or facilitate market operations.
- 7) A permanent stallholder that is unable to complete the season is to give two week's notice.
- 8) Stallholders are expected to stay for the duration of the Market day.

M. DAMAGES

- 1) Focus Pathia Community Trust and the Paihia Arts and Craft Market is not liable for any injury, theft, or damage to either the buyer or seller, or their property, arising from or pertaining to preparation for, or participation in, the Paihia Arts and Craft Market.

N. ONUS & FAILURE TO COMPLY

- 1) The onus to prove this contract is fulfilled is on the stallholder.
- 2) Repeat failure to comply with the guidelines in the above document could result in immediate removal from the Green and termination of your contract.