

Outdoor Markets Guide



How to apply, launch, and operate a market on Council owned and managed public open space

Acknowledgment of Country

Bayside Council acknowledges the Bidjigal Clan, the traditional owners of the land on which we meet and work and acknowledges the Gadigal people of the Eora Nation. Bayside Council pays respects to Elders past and present.



Contents

1	Introduction	4
2	Acknowledgements	4
3	Definitions	5
4	Purpose	6
5	Steps in establishing a market in Bayside	7
	5.1 Identify market type	8
	5.2 Select market location	8
	5.3 Develop and submit a market proposal	9
	5.4 Community engagement	10
	5.5 Market proposal assessment and decision	10
	5.6 Ancillary approvals	13
	5.7 License agreement	13
	5.8 Fees and charges	14
	5.9 Get ready to launch your market	15
	5.10 Ongoing support and collaboration	15
6	Performance monitoring and reporting	16
7	Appendix 1 Site suitability checklist	20
8	Appendix 2 Market proposal checklist	22
9	Appendix 3 Market operator code of conduct	24
10	Appendix 4 Market stall holder code of conduct	26
11	Appendix 5 Market impact assessment (example)	28
12	Appendix 6 Market impact assessment (template)	30



1 Introduction

Markets do more than sell goods—they bring communities to life! They activate public spaces, showcase local businesses, and create vibrant hubs where people connect and explore all things local.

Council may run an Expression of Interest (EOI) process when opportunities arise, and operators can also submit applications at any time for consideration.

This Guide to Operating Markets on Council Land provides clear, practical guidance to streamline the application process and ensure markets deliver benefits for operators, the community, and the local economy.

2 Acknowledgements

Bayside Council has researched and reviewed a range of documents, resources, and industry materials to inform the development of this guideline.

Council acknowledges the guidance and best-practice examples provided by other local councils and regulatory authorities, which have assisted in shaping the approach and recommendations included in this guide.



3 Definitions

Council

Bayside Council.

Council land

Land under the care, control and management of Bayside Council.

Event market

A market held as part of a broader event, assessed under Bayside's Event Guidelines.

Market operator

The entity or organisation responsible for managing and coordinating the overall market. This includes booking and managing stallholders, ensuring compliance with approvals, and liaising with Council.

Market

A regular, organised gathering of vendors in a designated public space where goods and/or services are sold directly to the public.

Mobile Food Vendor A vendor that sells food and/or beverages from a vehicle or portable unit (e.g. food trucks, coffee vans, ice cream vans). Mobile food vendors must comply with all relevant food safety standards and obtain appropriate permits from Council.

Regular market

A market held more than four times per calendar year.

Stall

A structure used to display and sell goods or services at the market. Example includes marquee and trestle table.

Stallholder

An individual or business that hires a stall or space at the market to sell goods or services directly to the public. Stallholders may include craft makers, farmers, artists, service providers, or specialty sellers.

Vendor

A general term for any person or business selling goods or services. Within the market context, this usually refers to stallholders or mobile food vendors.

4 Purpose

This guide assists market operators in establishing regular markets on Council-managed land within the Bayside Local Government Area. It outlines the application process, site selection, and required approvals, including any development consents.

Aligned with the Bayside Council Outdoor Market Policy, the guide ensures markets:

- ▶ Activate public spaces and foster social connection.
- ▶ Reflect values of sustainability, inclusion, and community wellbeing.
- ▶ Comply with legislation and best practice standards.
- ▶ Collaborate with local businesses for mutual benefit.

Bayside Council provides guidance, grants permission to operate, monitors performance, and supports operators in creating vibrant, well-managed markets that contribute to the local community and economy.



5 Steps in establishing a market in Bayside

Markets serve a variety of community needs, from fresh produce to goods and services. They act as hubs where people connect, support local operators, and celebrate all things local.

The process to establish a market in Bayside includes:

1. Identify the market type
2. Select a location/s
3. Develop and submit a market proposal
4. Community engagement and consultation
5. Proposal assessment and decision
6. Lodge a Development Application (if applicable)
7. License agreement
8. Fees and charges
9. Get ready to launch your market
10. Ongoing support and collaboration

These steps are outlined in detail within this guide and align with the Bayside Council Outdoor Market Policy.

Please note: This guide does not cover one-off markets or markets that form part of broader events, which are managed through Council's Event Management Framework, nor does it cover single-stall bookings, which are managed through Council's Open Space Booking Process and Adopted Fees and Charges.



5.1 Identify market type

Successful markets meet community needs, complement the local area, and bring people together. When planning your market, consider both the type of market and the site to ensure it is engaging, sustainable, and community focused.

The market operator should:

- a) Offer a market that is unique or complements the area, providing experiences or products that add value.
- b) Create opportunities to collaborate with local businesses, fostering partnerships with nearby shops, cafes, or producers.
- c) Activate public spaces, bringing energy, vibrancy, and social connection.
- d) Support ethical and sustainable practices, including:
 - ▶ Modern slavery-free products and supply chains
 - ▶ Fair trade and ethically sourced goods
 - ▶ Environmentally sustainable products and waste minimisation practices

Typical market categories include:

- ▶ **Fresh food / Farmers market:** Locally grown produce and farm-origin products.
- ▶ **Goods market:** A mix of consumer goods, crafts, and homewares.
- ▶ **Specialty market:** Niche or culturally specific products.
- ▶ **Artisan market:** Handmade or locally produced items emphasizing craftsmanship.
- ▶ **Other:** Markets that add value to the community but don't fit the above categories.

5.2 Select market location

When selecting a location to hold your market, consider how the site:

- ▶ Supports the community, enhancing local amenity and providing a gathering space.
- ▶ Complements surrounding businesses, encouraging collaboration with nearby operators.
- ▶ Activates public spaces, adding vibrancy to underused or high-traffic areas.
- ▶ Conflict of Use – consider the other uses and activities on or near the site to ensure the market can positively co-exist.

Key practical factors include:

- ▶ **Zoning and land use:** Ensure the site is suitable and compliant.
- ▶ **Accessibility:** Easy to reach by public transport, pedestrians, and vehicles.
- ▶ **Visibility and foot traffic:** Attract a steady flow of visitors.
- ▶ **Infrastructure:** Access to utilities, waste management, and other facilities.
- ▶ **Community impact:** Consider noise, traffic, and effects on surrounding areas.

Selecting a market type and site with these considerations ensures your market aligns with the Bayside Council Outdoor Market Policy, supports ethical and sustainable practices, and contributes positively to the community, local businesses, and public spaces.

Refer to Appendix 1 that can assist in assessing site suitability for your market.

5.3 Develop and submit a market proposal

5.3.1 Application form

The outdoor market application form can be downloaded from Bayside Council's website.

Completed application forms, together with the market proposal, should be submitted either:

- ▶ By email: sport.recreation@bayside.nsw.gov.au
- ▶ In person: at our Customer Service Centres in Rockdale or Eastgardens

Council will assess each market proposal against the assessment criteria outlined in section 5.5.1, to determine whether the proposed market is appropriate for the location and aligns with Council requirements.

5.3.2 Market proposal

A Market Proposal must be prepared and submitted with your application. This document should clearly articulate the vision for your market, including the market type, frequency, layout, marketing strategy, waste minimisation, management, and operational plan.

Your proposal should demonstrate how the market will:

- ▶ Support the local community and meet community needs.
- ▶ Complement the surrounding area and local businesses.
- ▶ Promote ethical practices, including fair trade and modern slavery prevention.
- ▶ Encourage sustainable operations and environmental stewardship.
- ▶ Positively activate public spaces.

A Market Proposal checklist outlined in Appendix 2. provides guidance on what should be in the proposal.

5.3.3 Market impact assessment

As part of your Market Proposal, you are required to assess the potential impacts of your market on the site, local community, and environment. Completing a Market Impact Assessment helps Council understand how your market will operate safely, inclusively, and sustainably.

To assist, Council provides:

1. An Example Market Impact Assessment showing a completed assessment for reference (Appendix 5).
2. A Template for you to complete and submit with your proposal (Appendix 6).

5.4 Community engagement

Council may consult with the local community about market proposals to ensure everyone benefits. Consultation methods may include:

- ▶ Letters to residents and businesses surrounding the site.
- ▶ Notices displayed on-site.
- ▶ Information about the market exhibited on Council's website, local papers, and resident newsletters.

Feedback received will be considered in the assessment of the proposal and shared with the market operator.

5.5 Market proposal assessment and decision

5.5.1 Assessment criteria

Proposals will be assessed against the following criteria:

- 1. Market concept and vision**
 - ▶ Alignment with Bayside policy objectives (activation, sustainability, inclusion, local enterprise)
- 2. Operational capability and capacity**
 - ▶ Experience of the market operator
 - ▶ Management systems, staffing, and operational planning
- 3. Financial and commercial viability**
 - ▶ Business model and financial sustainability
 - ▶ Revenue-sharing and cost recovery arrangements
- 4. Stallholder and vendor management**
 - ▶ Diversity, quality, and local business engagement and integration
- 5. Community and social impact**
 - ▶ Consultation, engagement and feedback strategies
 - ▶ Accessibility and inclusion measures
 - ▶ Community benefits
- 6. Compliance and governance**
 - ▶ Regulatory compliance, safety, child safe practices
 - ▶ Insurance and risk management
- 7. Site suitability**
 - ▶ Accessibility, infrastructure, safety, and potential conflict with existing uses
 - ▶ Environmental impact and sustainability measures
- 8. Performance management**
 - ▶ Proposed strategies to meet KPIs,
 - ▶ Performance review mechanisms

5.5.2 Preferred proposal characteristics

Council will look more favourably on proposals that:

- ▶ Offer innovation and uniqueness, providing a point of difference for Bayside.
- ▶ Actively engage and bring the community together.
- ▶ Collaborate with local businesses and stakeholders, fostering economic and social benefit.
- ▶ Demonstrate environmental sustainability, including biodegradable containers, packaging, and cutlery.
- ▶ Include waste minimisation strategies and commitment to reducing food waste.
- ▶ Ensure accessibility and inclusivity for all community members.
- ▶ Celebrate local culture and social identity through creative programming.

5.5.3 Selection process

1. Initial review

Council assesses all submitted proposals for completeness against the submission requirements.

2. Site suitability assessment

Officers evaluate site infrastructure, accessibility, environmental impact, and compatibility with existing uses.

3. Community consultation

Council may notify residents and local businesses, display information on-site, and provide details on the website or newsletters. Feedback is considered in the assessment.

4. Shortlisting and interviews

If required, shortlisted applicants may be invited to present their proposals or respond to queries.

5. Proposal assessment

All market proposals will be assessed by Council Officers against the assessment criteria.

The assessment process is designed to ensure transparency, fairness, and consistency while also allowing Council to consider site-specific issues, community.

5.5.4 Decision

At the conclusion of the assessment process, Bayside Council may identify a preferred market proposal and operator.

Conditional approval may then be issued, subject to the applicant providing all required documentation and obtaining any necessary additional approvals.

Applicants who are not successful will be notified in writing and provided with reasons why their application was declined.

Council reserves the right to:

- ▶ Refuse a proposal if it does not meet policy objectives, assessment criteria, or regulatory requirements.
- ▶ Modify a proposal to better align with Council’s objectives, site constraints, community expectations, or operational requirements.

Indicative Assessment Timeframes

The time required to assess a market proposal will vary depending on the scale, complexity, and whether additional approvals (e.g., Development Consent, external landowner consent) are required. As a guide, applicants can generally expect the following timeframes:

- ▶ **Initial review and completeness check:**
2 weeks
Council will confirm that the application form and Market Proposal are complete and may request additional information if necessary.
- ▶ **Full Proposal Assessment:**
6–8 weeks
Detailed assessment of the Market Proposal against Bayside Council's criteria, including alignment with community benefit, site suitability, sustainability outcomes, and operational feasibility.
- ▶ **Community Consultation (if required):**
2–3 weeks
Some proposals may be referred for community or stakeholder consultation to identify potential issues and capture feedback.
- ▶ **Notification of Outcome / Conditional Approval:**
1–2 weeks after assessment

Important note: These timeframes are indicative only. More complex proposals or those requiring development consent, external approvals, or extended consultation may take longer. Council will advise applicants promptly if an extended timeframe is necessary.



5.6 Ancillary approvals

In addition to obtaining market approval, ancillary assessments and approvals may be required depending on the market type, scale, location and infrastructure used:

- ▶ Landowner consent (e.g. Sydney Water Land, Crown Land).
- ▶ Traffic management plan approval.
- ▶ Food authority approval.
- ▶ Liquor license approval.

5.6.1 Development Consent

Regular Markets may be exempt from obtaining formal development consent if they meet the conditions, standards and requirements outlined in the NSW State Environmental Planning Policy (SEPP) - Exempt and Complying Development 2008.

Subdivision 10 of the SEPP refers to Public land and major events sites and additional temporary development. This section of legislation outlines the definition and standards for exemption including frequency of the event (including markets), emergency and pedestrian access, temporary structures and signs and compliance with the formal plan of management for the site.

More information about the legislation can be found here.

<https://legislation.nsw.gov.au/view/html/inforce/current/epi-2008-0572#pt.2-div.3-sdiv.10>

Council's Sport and Recreation Team will assist in identifying all applicable approval required for your specific site and market type. It is the market operator's responsibility to obtain and comply with all necessary consents/approvals to operate the market.

5.7 License agreement

After all the documentation and approvals are in place, the successful market operator will sign a formal Market License or Agreement with Council.

The agreement will typically run for 1-5 years, subject to land use controls and Council requirements.

The agreement will include (but not be limited to):

- ▶ Standard terms and conditions.
- ▶ Terms and conditions specific to the site and/or market type.
- ▶ Fee and charges to be applied.
- ▶ Market operator code of conduct.
- ▶ Market stallholder code of conduct.
- ▶ Specifications and Key Performance Indicators (KPIs).
- ▶ The approved market operation plan provided by the operator.



5.8 Fees and charges

Market operators are responsible for covering all costs associated with the delivery of their market on Council-managed land.

Fees and charges may include site hire, licence or agreement fees, refundable bonds, and direct service costs such as utilities, waste management, and traffic control.

Operators are also expected to pay Council a percentage of gross revenue, which must be clearly outlined in the Market Proposal.

Additional approvals (such as development consent or landowner consent) may also attract separate application fees.

Stallholders are responsible for their own permits, including temporary food business approvals.

Below is the fees and charges framework applied for regular market operations.

FEE / CHARGE TYPE	DESCRIPTION	INDICATIVE AMOUNT / BASIS
Application fee	Payable when submitting a market proposal	\$0
Damage deposit / Bond	Refundable deposit to cover any site damage or non-compliance	\$1,000 - \$5,000 (based on scale/type)
Site servicing and maintenance costs	Direct costs such as utilities, waste bins/collection, cleaning, parking fees	Determined during proposal assessment
Development Application (DA) fees	If DA is required for the market (scale, structures, location)	As per Council's adopted DA fees
Food stall / Business approvals	Temporary food business or mobile food vendor approvals for stallholders	As per Council fees (payable by stallholder)
Gross revenue contribution	Percentage of total market revenue payable to Council	Determined during proposal assessment



5.9 Get ready to launch your market

Before your market can begin trading, you'll need to:

- ▶ Update your Market Proposal or Operational Plan based on Council's conditional approval feedback.
- ▶ Submit all required documentation that applies to your development consent and license agreement such as your final Risk Management Plan, Waste and Traffic Management Plans, and Child Safe Plan.
- ▶ Secure any necessary final approvals and permits such as Food Authority approvals, Liquor License approval.

With approvals and your agreement in place, you're ready to go live. Make sure to:

- ▶ Promote your market to build awareness and showcase your community, sustainability, and inclusivity commitments.
- ▶ Deliver a high-quality experience aligned with your vision and community expectations.
- ▶ Keep in regular contact with Council, and share performance data and feedback proactively.

5.10 Ongoing support and collaboration

Bayside Council aims to support market success through:

- ▶ Promotion of markets through Council's communication mediums (e.g. social media, Community Newsletter).
- ▶ Regular check-ins or site visits, especially during your first year.
- ▶ Opportunity to tap into community-building initiatives and programs aligned with Bayside values.

6 Performance monitoring and reporting

KPIs

The market operation's performance will be reviewed periodically against agreed KPIs, focusing on stallholder participation, customer satisfaction, compliance, sustainability, and community benefit.

FOCUS AREA	KPI	HOW IT'S MEASURED	TARGET
Stallholders	Number of stallholders	Attendance records	≥ 90% stall capacity each market
	Local stallholders	Booking data / Stallholder declarations	≥ 50% local stallholders invited/attended
	Stallholder satisfaction	Short feedback survey	Avg. rating ≥ 4/5
Customers / Visitors	Visitor numbers	Head counts / Estimates	Maintain or increase annually
	Visitor satisfaction	On-site / Online surveys	Avg. rating ≥ 4/5
Promotion	Market promotion reach	Social media / Advertising stats	Year-on-year increase in reach
Compliance	Stallholder compliance	Food safety, site rules, environmental checks	100% compliance per market

KPIs will be jointly confirmed with the operator during the agreement process.

General performance indicators

In addition to the KPIs, Market Operators will be assessed by Council Officers on the following performance areas:

1. Unsatisfactory

- ▶ Market operations are poorly managed.
- ▶ Frequent complaints from stallholders or visitors.
- ▶ Issues with safety, cleanliness, or compliance.
- ▶ Significant gaps in organisation (e.g., setup, traffic, signage, permits).

2. Limited

- ▶ Market operations meet only some requirements.
- ▶ Inconsistent Stallholder management and visitor experience.
- ▶ Some safety/cleanliness/compliance issues noted.
- ▶ Communication and coordination require improvement.

3. Satisfactory

- ▶ Market runs smoothly with most requirements met.
- ▶ Stallholder management is effective; visitors generally satisfied.
- ▶ Safety, cleanliness, and compliance standards are upheld.
- ▶ Some areas for improvement, but overall reliable.

4. Exceeding expectations

- ▶ Market operations are exemplary and consistent.
- ▶ High satisfaction from stallholders and visitors.
- ▶ Proactive management of safety, cleanliness, and compliance.
- ▶ Strong communication, innovation, and community engagement.
- ▶ Market is seen as a model for best practice.

NAME OF KPI (WITH REPEATING ACTIVITIES)	0	1	2	3	4
Operate the market as an interesting and vibrant destination, focusing on creative and cultural excellence					
Operate a market that sells products and or services of good quality and represents value for money					
Maintains high standards of presentation and quality					
Ensure that the market's operation complements and adds value to the existing businesses in the area					
Professionally organise and manage the market					
Meet regularly with the Council and submit performance reports as part of the ongoing review of the market					
Ensure compliance with the requirements of the license, as well as any other applicable legislative or planning obligations					
Appropriate stall space has been allocated for community use					

These are important repeating activities that occur in delivering the services and which will be measured periodically to assist in assessing the quality of performance of the Operator.

KPI score rating scale

- 0 Achieved few or none of the specification requirements for the KPI
- 1 Achieved some of the specification requirements for the KPI
- 2 Achieved most of the specification requirements for the KPI
- 3 Achieved all of the specification requirements for the KPI
- 4 Achieved all and exceeded the specification requirements for the KPI

Performance Reporting

Market Operators must provide performance reports to Council in accordance with the frequency, format, and content requirements outlined in the Market Licence Agreement.

The content of the performance report may include the following:

Executive summary

- ▶ Brief overview of the review period and key findings.
- ▶ Summary of overall market performance against expectations.
- ▶ Highlight of major achievements and areas needing improvement.

Operational performance

- ▶ Summary of market activities and operational highlights over the year.
- ▶ Compliance with operational guidelines and license conditions.

KPI performance analysis

- ▶ List of agreed Key Performance Indicators (KPIs).
- ▶ Actual performance data for each KPI (e.g., attendance numbers, vendor participation, customer satisfaction, revenue targets, waste reduction).
- ▶ Comparison of actual vs. target performance.
- ▶ Trends and analysis explaining performance outcomes.
- ▶ Graphs or charts to visually represent KPI results (if applicable).

Financial performance

- ▶ Financial performance result including % of gross revenue to be paid to Council.
- ▶ Any outstanding payments or financial issues.
- ▶ Comparison with budget or forecast.

Compliance and risk management

- ▶ Status of compliance with health, safety, environmental, and licensing requirements.
- ▶ Summary of any incidents, complaints, or breaches.
- ▶ Risk mitigation measures implemented.

Stakeholder engagement and community impact

- ▶ Feedback from market vendors, customers, and other stakeholders.
- ▶ Community engagement activities and outcomes.
- ▶ Support or partnership with Council initiatives.

Challenges and opportunities

- ▶ Key challenges faced.
- ▶ Opportunities for growth, improvement, or innovation.

Recommendations and action plan

- ▶ Suggested improvements or changes to enhance market operation.
- ▶ Actions to address underperforming KPIs.
- ▶ Next steps and responsibilities for the coming year.

Conclusion

- ▶ Summary statement of overall market performance.
- ▶ Acknowledgement of operator contributions and cooperation.

Appendices

- ▶ Detailed KPI data tables (if applicable).
- ▶ Relevant correspondence or reports.
- ▶ Supporting documents (e.g., inspection reports, financial statements).

Council may undertake on-site inspections and independent reviews at any time. Non-compliance, poor performance, or failure to meet KPIs may result in corrective actions, contract variation, or termination of the licence.



7 Appendix 1

Site suitability checklist

The list below provides a checklist for assessing a site's physical capacity for market use. In assessing your application a Council officer will discuss this checklist with you to assess the site suitability.

SITE ASSESSMENT	CRITERIA	PERFORMANCE MEASURES CONSIDERATIONS	YES NO
Capacity and conditions	Location	Highly visible sites with strong pedestrian or vehicle traffic to increase market recognition and attract patrons.	
	Landmark	Sites near well-known landmarks enhance wayfinding and visibility.	
	Terrain	Prefer level sites for safe stall and stage setup. Ensure slopes and landings comply with access standards.	
	Surface	Hard surfaces (e.g. asphalt, concrete, pavers) preferred for stalls, storage, pedestrian flow, and vehicle access. Fully grassed or landscaped sites may risk damage and require significant rehabilitation.	
	Capacity	Site can safely accommodate anticipated stallholders and patrons. Consider circulation paths and stall layout for crowd flow.	
	Recreation and entertainment space	Adequate space for seating, breakout areas, and entertainment without obstructing circulation or emergency access.	
	Proximity to competing activities	Ensure market timing does not clash with other local events. Market offerings should complement, not compete with, nearby businesses. Consider traffic and patron impact on the area.	
Utilities and structures	Water and power	Access to power (preferably 3-phase) and water to support stallholders and patrons (e.g. refill stations).	
	Toilets	Proximity to public toilets or suitability for temporary facilities.	
	Weather protection	Site can accommodate temporary structures to protect patrons and stallholders from sun, wind, and rain.	
	Storage	Sufficient space and appropriate terrain for temporary storage (e.g. cool rooms, equipment).	



SITE ASSESSMENT	CRITERIA	PERFORMANCE MEASURES CONSIDERATIONS	YES NO
Accessibility and transport	Parking capacity	Adequate on-site or nearby parking for patrons and stallholders. Consider off-street parking, impact on surrounding streets, and conflicts with non-market users.	
	Public transport	Access to regular public transport connections to reduce car dependency and encourage visitation.	
	Active transport	Safe access for pedestrians and cyclists, including secure bike parking.	
	Loading zones and emergency access	Safe and efficient vehicle loading/unloading. Site must allow emergency vehicle access at all times.	
	Equitable access	Compliant with disability discrimination act 1992. Ensure circulation, doorway widths, ramps, and wayfinding for all patrons.	
Environmental considerations	Sensitive habitats	Site avoids impacts on vegetation, trees, or ecological areas.	
	Waste and recycling	Adequate provision for bins, recycling, composting, and waste minimisation.	
	Stormwater and erosion	Site design mitigates runoff or soil erosion.	
Noise and amenity	Proximity to residents	Noise levels managed to minimise disturbance to nearby residential areas.	
	Entertainment and sound	Space allows safe, controlled entertainment without impacting surrounding areas.	
Security and safety	Site security	Safe for patrons and stallholders, with lighting and security measures if required.	
	Crowd management	Site layout supports safe flow of patrons, including emergency evacuation routes.	
Community integration	Local engagement	Opportunities to collaborate with local businesses, community groups, and cultural activities.	
Seasonal weather constraints	Weather and flooding risk	Site accessible and safe during adverse weather. Shade and shelter available.	
Long term potential	Potential to expand	Ability to increase stall numbers or expand market area in the future.	

8 Appendix 2

Market proposal checklist

The following checklist outlines the key areas to address when preparing your market proposal. Use it to guide your proposal and ensure it aligns with Bayside Council's Outdoor Market Policy.

ITEM	DESCRIPTION / GUIDANCE	✓
1. Market overview	Provide the market's name, purpose, community benefits, operating times, frequency, stall types, entertainment offerings, ethical and sustainable practices, and opportunities for community participation.	
2. Site plan	Submit a detailed layout of structures, access points, amenities, stall areas, and contingency plans. Ensure at least two configurations are provided, considering potential conflicts of use.	
3. Site impact assessment	Describe how the market will protect the site/ environment, minimize community impacts, and complement the local economy.	
4. Market administration	Outline patron numbers, marketing/promotion plans, product/service quality, stallholder agreements and fees, retention strategies, and complaints handling procedures.	
5. Risk management plan	Detail crowd management strategies, emergency procedures, wet weather contingencies, on-site contacts, and workplace health and safety (WHS) plans.	
6. Waste minimisation	Provide strategies to reduce waste, including bin placement plans, litter collection methods, recycling, and reuse initiatives.	
7. Environmental sustainability	Outline broader sustainability initiatives, such as energy efficiency, sustainable materials, water conservation, and measures to reduce the market's environmental footprint.	
8. Transport and traffic management	Detail traffic management plan including vehicle and pedestrian access routes to the proposed location, any proposed road closures, stall holder parking requirements. Provisions for active transport, public transport information. Strategies to minimize vehicle impacts.	
9. Public health and safety	Ensure availability of toilets (including accessible facilities), first aid services, security measures, noise management strategies, and compliance with food preparation/handling regulations.	



ITEM	DESCRIPTION / GUIDANCE	✓
10. Market impact assessment	Assess potential impacts on residents, businesses, and the environment, and propose mitigation strategies.	
11. Community engagement and stakeholder collaboration	Describe plans to engage residents, businesses, and community groups, including partnerships with local organizations, artists, and performers.	
12. Accessibility and inclusivity	Ensure universal access for all, including inclusive programming for diverse groups.	
13. Cultural and environmental programming	Incorporate cultural events/activities reflecting local heritage and environmental initiatives integrated into the market program.	
14. Economic impact assessment	Assess the market's contribution to the local economy, vendor opportunities, financial sustainability, and projected revenue/costs.	
15. Emergency and contingency planning	Provide detailed emergency procedures, evacuation plans, and contingency strategies for extreme weather or other disruptions.	
16. Child safe plan	Develop a Child Safe Plan in accordance with the NSW Child Safe Standards, ensuring the safety and well-being of children at the market. For guidance, refer to the Office of the Children's Guardian: Guide to the Child Safe Standards.	



9 Appendix 3

Market operator code of conduct

Purpose

This Code of Conduct outlines the standards and responsibilities expected of Market Operators to ensure safe, professional, inclusive, and sustainable markets within Council-managed land.

Requirements

Market Operators must comply with the following requirements:

1. General Responsibilities

- a) Comply with all relevant legislation, Council policies, licences, permits, and approvals.
- b) Ensure operations do not adversely affect public safety, amenity, or the surrounding community.
- c) Operate in a professional, ethical, and transparent manner.
- d) Promote accessibility, inclusivity, and community engagement.
- e) Ensure the market area is clean, safe and well presented.

2. Professionalism & Integrity

- a) Act honestly, ethically, and respectfully at all times.
- b) Maintain a professional image and represent Bayside Council positively.
- c) Be identifiable to the public, Council and relevant agencies.
- d) Avoid behaviour that brings Council into disrepute.
- e) Avoid improper, unethical, or abusive conduct, including intimidation, harassment, discrimination, or prejudice in service delivery.
- f) Maintain accurate records and transparent financial management.
- g) Provide operational and compliance reports to Bayside Council as required.

3. Operational Management

- a) Keep the market site safe, clean, and well-organised.
- b) Manage stall allocation, vehicle movement, and site access safely.
- c) Ensure stallholders receive and comply with the Bayside Council Stallholder Code of Conduct.
- d) Address issues and complaints promptly and professionally.

4. Compliance and Safety

- a) Adhere to all Market Licence or Agreement conditions, including KPIs and reporting requirements.
- b) Maintain insurance, risk management, and safety procedures.
- c) Ensure all stallholders comply with site rules, food safety standards, and the market Stall Holder Code of Conduct.
- d) Report incidents, hazards, or non-compliance to Council promptly.

5. Child Safe Practices

- a) Follow the NSW Child Safe Framework and Council child protection policies.
- b) Prevent and report any harmful, inappropriate, or unsafe conduct toward children.
- c) Not photograph or contact children without parental/guardian consent.

6. Local and Community Engagement

- a) Promote a welcoming, inclusive, and family-friendly environment.
- b) Support and promote community participation.
- c) Engage with local businesses, providing opportunities for participation, cross promotion, or shared infrastructure.
- d) Reserve stall space or promotional opportunities for not-for-profit, start ups and social enterprises (where feasible).
- e) Respond to community enquiries and complaints promptly.

7. Sustainability

- a) Implement and enforce waste reduction and recycling practices.
- b) Minimise environmental impact and promote sustainable operations including recycling and reducing waste, use of renewable energy and protecting trees and vegetations.

8. Performance and Reporting

- a) Submit regular performance reports in line with Council's reporting requirements.
- b) Achieve performance standards and KPIs as set out in the Market Licence or KPI Schedule.
- c) Cooperate with Council audits, inspections, or performance reviews.

9. Consequences of Breach

Non-compliance with this Code of Conduct may result in:

- a) Corrective actions or improvement notices.
- b) Financial penalties, including loss of deposits or fees.
- c) Suspension or termination of the Market Licence or Agreement.

10 Appendix 4

Market stall holder code of conduct

Purpose

This Code of Conduct outlines the standards and responsibilities expected of Market Stall Holders to ensure safe, professional, inclusive, and sustainable markets within Council-managed land.

Requirements

Market Stall Holders must comply with the following requirements:

1. Professionalism & Integrity

- a) Uphold the highest standards of integrity, honesty, and professionalism at all times.
- b) Treat all visitors, fellow stallholders, volunteers, and Council staff with respect and courtesy.
- c) Ensure all products, services, and promotional materials are accurate, legal, and truthful.
- d) Represent your business responsibly and positively, maintaining a professional image.

2. Safety & Site Management

- a) Maintain a clean, safe, and well-presented stall or site throughout trading hours.
- b) Follow all health, safety, and hygiene requirements, including food safety standards where applicable.
- c) Smoking and/or vaping is strictly prohibited within the licensed area.
- d) Follow all directions regarding vehicle movement within and around the market site.
- e) Ensure stall structures, equipment, and displays are secure and safe for public access.

3. Child Safe Practices

- a) Promote the safety, welfare, and wellbeing of children at all times.
- b) Comply with the NSW Child Safe Framework and Bayside Council child protection policies.
- c) Avoid any behaviour that could be harmful, abusive, or exploitative toward children.
- d) Report any concerns regarding the safety or wellbeing of children to the market operator or Council immediately.
- e) Do not engage in any inappropriate interactions with children, including sharing personal contact details or photographing them without parental/guardian consent.



4. Compliance & Accountability

- a) Comply with all relevant laws, statutory requirements, and Bayside Council policies.
- b) Dispose of waste responsibly in accordance with market rules and sustainability guidelines.
- c) Be able to present authority to trade and any other required documentation at all times.
- d) Follow all reasonable directions from the market operator and/or Bayside Council staff.

5. Behaviour & Conduct

- a) Promote a welcoming and inclusive environment for all visitors.
- b) Do not bring dogs or other animals into the licensed area, except for accredited service animals.
- c) Avoid aggressive, disruptive, or inappropriate behaviour toward others.
- d) Refrain from using offensive language, gestures, or displaying inappropriate materials.
- e) Cooperate with other stallholders to ensure the smooth operation of the market.

6. Sustainability & Community Responsibility

- a) Minimise environmental impact through sustainable practices, including recycling and reducing waste, use of renewable energy and protecting trees and vegetations.
- b) Encourage positive engagement with the local community and support the overall market atmosphere.
- c) Respect the cultural and social diversity of market visitors and the wider Bayside community.

11 Appendix 5

Market impact assessment

IMPACT AREA	ASSESSMENT CRITERIA	APPLICANT RESPONSE (EXAMPLE)	PROPOSED MITIGATION MANAGEMENT MEASURES (EXAMPLE)
Traffic and parking	Availability of parking, effect on local traffic, loading/unloading areas	Market expected to attract ~500 patrons. Nearby public parking available on Main Street; loading for stallholders via side street	Temporary traffic signage, designated loading zones, clear pedestrian pathways. Stallholders advised on off-street parking
Noise and amenity	Proximity to residents, entertainment, amplified sound	Located 150m from nearest residences. Live acoustic music planned	Limit amplified music to 85dB; restrict performance hours 9am–3pm; staff monitor sound levels
Waste and sustainability	Waste generation, recycling, composting, minimisation initiatives	~50kg waste expected per market. Majority of packaging compostable	Bins for recycling, general waste, and compost; partner with food recovery organisation; enforce no single-use plastics policy
Community and social	Engagement with local businesses, community benefit, inclusivity	30% of stalls reserved for local businesses. Community group stalls included	Coordination with local chamber of commerce; free promotional opportunities for local community groups; accessible layouts for all patrons
Health and safety	Crowd management, child safety, emergency access, first aid	Patrons circulate along 3m wide aisles. First aid kit on site; COVID-safe practices	Emergency access paths maintained; designated first aid and child safe officer with WWC, ensure WWC for all stall holders and vendors, stall crowd control signage and marshals
Site and infrastructure	Protection of turf, parkland, structures, pathways	Temporary stalls on hard surfaces; grassy areas avoided	Protective ground mats where required; barriers around sensitive landscaping; daily site inspections



IMPACT AREA	ASSESSMENT CRITERIA	APPLICANT RESPONSE (EXAMPLE)	PROPOSED MITIGATION MANAGEMENT MEASURES (EXAMPLE)
Economic and local business	Number of local stallholders, vendor diversity, contribution to local economy	12/40 stalls are local producers; mix of food, crafts, and artisan products	Encourage cross-promotions with nearby shops; rotate stallholders to ensure diversity
Environmental considerations	Tree and vegetation protection, water management, stormwater or soil erosion risks	Trees along the northern boundary. Hardstand for stalls to minimise soil compaction	Avoid installation near tree roots; use protective barriers; monitor site drains during rain events
Seasonal weather constraints	Contingency for rain, wind, sun exposure, flooding risks	Market held year-round; high winds possible in summer	Temporary tents secured; sun shades provided; market cancelled or relocated if severe weather forecast



12 Appendix 6

Market impact assessment

IMPACT AREA	ASSESSMENT CRITERIA	APPLICANT RESPONSE (EXAMPLE)	PROPOSED MITIGATION MANAGEMENT MEASURES (EXAMPLE)
Traffic and parking	Availability of parking, effect on local traffic, loading/unloading areas		
Noise and amenity	Proximity to residents, entertainment, amplified sound		
Waste and sustainability	Waste generation, recycling, composting, minimisation initiatives		
Community and social	Engagement with local businesses, community benefit, inclusivity		
Health and safety	Crowd management, child safety, emergency access, first aid		
Site and infrastructure	Protection of turf, parkland, structures, pathways		
Economic local business	Number of local stallholders, vendor diversity, contribution to local economy		
Environmental considerations	Tree and vegetation protection, water management, stormwater or soil erosion risks		
Seasonal weather constraints	Contingency for rain, wind, sun exposure, flooding risks		

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