STALLHOLDER SELECTION CRITERIA

1. Market Objectives and General Selection Principles

a. The KSM aims to showcase the best of what the NSW South Coast has to offer, with over 160 stalls featuring:

   i. Handcrafted gifts

   ii. Locally designed clothing

   iii. Jewellery and art

   iv. Holistic health and wellness products

   v. Fresh flowers and plants

   vi. Gourmet food products

   vii. Boutique wine, beer and distilleries

   viii. Food truck and food stalls

   ix. Other unique, locally sourced or created products

b. The Market Manager reserves the right to approve or reject any application in their absolute discretion. Approval of a stall for one event does not constitute any ongoing right to trade at future events.

c. The KSM applies a Local Preference Policy and prioritises handmade, home-crafted, or locally sourced goods over imported, mass-produced, or globally available items.

d. The KSM seeks to avoid oversaturation of products or duplication of services.

e. **High-quality presentation is essential. All applicants must demonstrate a high standard** of branding, stall layout, and display. Failure to maintain a consistently professional presentation may result in cancellation of stallholder approval.

f. To preserve public confidence in the market's integrity, all stallholder selection decisions are made in accordance with these published criteria. Decision makers do not participate in decisions where a conflict of interest (actual or perceived) exists.

2. Health and Wellbeing Products and Services

a. All service providers (e.g. massage, reiki, reflexology) must:

   i. Hold relevant certifications or qualifications, and

   ii. Provide evidence of training and experience upon request.

b. Preference will be given to:

   i. Products that are handmade, organic, or locally produced.

ii. Businesses that offer unique and curated health goods.

c. The following are disfavoured:

i. Mass-produced, imported or franchised products.

ii. Branded health products widely available in pharmacies or retail outlets.

3. Gifts, Fashion and Merchandise Products

a. The Market prioritises:

i. Handmade, bespoke, or locally sourced products.

ii. Fashion items that are Australian-designed and/or made.

iii. Unique creative offerings by independent artists, designers, and makers.

b. Imported or generic products will be subject to heightened scrutiny and may be rejected at the Market Manager's discretion.

4. Food and Food Products

a. Local growers, producers and artisans will be given preference under the Local Preference Policy.

b. Applicants must aim to deliver products that:

i. Highlight regional ingredients, recipes, or methods.

ii. Are fresh, healthy, and safe.

iii. Offer a point of difference from standard retail food products.

c. The Market seeks to showcase:

i. Gourmet take-home pantry products.

ii. Artisan baked goods and prepared foods.

iii. Fresh produce from local farms and growers.

d. Meeting the above criteria does not guarantee approval. Final stallholder selection is based on a combination of factors including stall mix, layout, product fit, public safety, and operational considerations.

5. Final Considerations

a. The Market Manager has the discretion to:

i. Request samples or photographs of products prior to approval.

ii. Reject applications that do not align with the aesthetic, purpose, or values of the KSM.

iii. Limit the number of similar stall types to maintain diversity.

b. Approval to trade at one KSM event:

i. Does not guarantee approval at subsequent events.

ii. Is subject to ongoing compliance with the Code of Conduct, Terms and Conditions, and any reasonable directions issued by the Market Manager.

c. Stallholders who misrepresent their products or provide incorrect information in their application may have their approval withdrawn immediately, with no refund of fees.