

Gleadell Street Market Policy



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Cover photo

Carols in the Park 2025 at Burnley Park

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Title	Gleadell Street Market Policy
Description	This policy sets out how Council manages the Gleadell Street Market, and the various requirements stallholders need to understand, consider and comply with
Type	Policy
Approval authority	Compliance & Parking Services
Responsible officer	Manager Compliance & Parking Services
Approval date	9 September 2026
Review cycle	Every four years, or earlier if needed
Review date	9 September 2030

1. Purpose

This policy sets out how Council manages the Gleadell Street Market. It provides guidance to stallholders and community on the requirements for obtaining and maintaining a Gleadell Street Market Stallholder Permit and outlines the considerations that will inform Council's decision making and enforcement practices in alignment with the **Local Law's Principles**.

2. Policy objectives

This policy's objectives are to facilitate the Gleadell Street market and:

- Provide fresh, affordable food to the local community
- Support local businesses and the vibrancy of the area more broadly

- Foster a sense of community
- Minimise the impact of plastics and greenhouses gases
- Provide clear guidance for businesses and the community that also supports Council's decision making and enforcement.

3. Background

The market is recognised as an important community gathering place that contributes to social connection and community wellbeing within Yarra City Council.

Under Council's Local Law, approval is required for the placement of a stall on a road, footpath or Council land. This policy sets out how Council will exercise its discretion under the Local Law in determining and managing permits for the Gleadell Street Market.

This policy also sets out how Council manages the market.

4. Definitions

Casual Stallholder	means a person who attends ad-hoc from time to time as approved by the Market Operator and that does not fit within the policy to be offered a permanent stall. For example, hot or cold take away food or drink (not solely fresh produce) or non-food items.
Community Stall	is a stall available at no cost to local not for profit, local schools, community groups and persons or groups of persons at Councils discretion.
Council	means Yarra City Council
Forklift Spotter	a person required to maintain a clear working area for the fork lift to manoeuvre while being used in the market to ensure public safety.
Fresh Produce	means any fresh food (unprocessed) for human including, meat, poultry, fish, eggs and vegetables; and bread and Delicatessen products including (but not limited to) nuts, legumes, sprouts, cheese, butter, processed meats, jams and preservatives.
Gleadell Street Market Permit	a permit issued annually or (weekly for casual) by Council to a nominated stallholder under the provision of City of Yarra General Local Law clause 27 to trade on a road and/or footpath. It also includes a permit issued for the community stall or any other promotional approved permit for operation within the market.

Goods	means the items the stallholder is permitted to offer for sale. This includes food, produce and non-food.
Immediate family member	means spouse, parent, sibling or child of the current permitted stallholder.
Market	means the market known as the Gleadell Street Market situated in Gleadell Street Richmond.
Market operator	means the Council, Manager of Compliance and Parking or an Authorised Officer of Council.
Plastic bag	means any plastic bags used for carrying produce or other items. Includes single and multi use plastic bags, biodegradable bags, zip lock bags and barrier bags.
Pre-packaged goods	means foods that are packaged at retail prior to being purchased by the stallholder to be resold.
Stallholder	means a person or persons allocated a nominated stall and is the holder of a current annual or casual permit permitting trading at Gleadell Street Market Permit by the Market operator.
Trading days	means the day on which the market is operating.

5. Application process

Applications can be made for permanent annual or casual permits.

Applications are made online using Council's prescribed form and are to be accompanied by the following information:

- Applicant details
- Business details
- Copy of public liability insurance
- Outline of what is to be sold at the market
- FoodTrader registration and statement of trade (If applicable)

Casual Stallholder Applications

Casual stallholders may apply for a stall at the market, subject to the availability of a casual stalls being available. Applications must comply with all requirements and conditions outlined in this policy.

All fees must be paid prior to the approved market date, and attendance will not be permitted unless fees are paid.

6. Stallholder Requirements

Operating hours

- The market operates from 7:00am to 1:00pm each Saturday, except on the following days:
 - Christmas Day and any Council approved Christmas closure period;
 - New Year's Day;
 - Any Council approved Easter closure period; and
 - Anzac Day, when it falls on a Saturday.
- Stallholders must cease trading to the public at 1.00pm and must vacate their stalls by no later than 2.30pm.

Sale of goods

- Stallholders must sell only the goods listed on their Gleadell Street Market Permit. To sell different goods, they must obtain prior written consent from the Council.
- Stallholders shall ensure all food offered for sale complies with the Food Act as administered by Council's Health Protection unit.
- Stallholders must not bring any goods into the market, which are decomposed or otherwise unfit for sale.
- Stallholders must not place or display any vehicle, goods or merchandise outside the boundary of their stalls.

General requirements

- Any person who uses or occupies a stall at the Gleadell Street Market must be the nominated stallholder of a current Gleadell Street Market Permit or a nominated (in writing) representative who must be present at all times at the market.
- Any person who uses or occupies a stall at the Gleadell Street Market must comply with the terms and conditions of this policy.
- Stallholders or immediate family members shall personally attend their stall on each market day, unless permission has been obtained from Market Operator.
- Stallholders must not hold more than two (2) stalls. Existing stallholders with more than 2 stalls will be allowed to retain the extra stalls for as long as they trade at the market.
- Permit holders and their employees must comply with the reasonable directions of Council and/or market operator.

- Stallholders must not sell or sublet their stalls.
- Gleadell Street Market Permits are not transferable.
- It is the responsibility of the stallholder to ensure they conform to any safety and compliance standards pertaining to their product.
- Smoking is not permitted at any stall site or within the confines of the market.
- Food stallholders must comply with all relevant Local, State & Federal Health and Food Acts and regulations, including registration with FoodTrader.

Stall set-up requirements

- Marquees, tables, displays of goods or similar items must be within the confines of the allocated stall/s only.
- All items being used during the Market operation, must be weighed down appropriately as to not cause any hazards in adverse weather conditions.
- Stallholders must not obstruct the pedestrian zone (walkway in the middle of the market and footpath at the rear of the stalls) by any means, including leaving empty boxes, crates, produce or anything else similar or by placing anything outside the approved area, including an electric generator, trailer or vehicle.
- Inflatable signs, portable electric signs, illuminated, revolving, spinning or flashing signs, flags and banners must not be displayed outside the approved stall area or higher than the roofline of the marquee and in any case no higher than 2.4 metres from ground level, except with the written approval from Council.

Generators

- Stallholders requiring a generator must ensure:
 - They notify Council/Market Operator of the use of a generator in the first instance.
 - Any cables running over the footpath are covered by a non-trip, non-slipcover that adequately covers the entirety of the cable;
 - The generator should be well maintained and in good working order, without any visible damage or leaks;
 - The generator is of a standard that does not exceed 65dB when running. An authorised officer may further direct a stallholder to cover their generated with a sound box should it be deemed required;
 - The generator must be placed in an open area with adequate ventilation.
 - The exhaust must be directed away from the public, food preparation areas, and neighbouring stalls to prevent carbon monoxide buildup. This is a critical safety issue;
 - Electric generators are preferred and new stallholders will not be permitted to use a non-electric generator unless justifiably required and approved by Council; and
 - Generator must be placed in a manner that does not impact neighbouring stallholders.

In the event an option for all stalls to be connected to the power network is facilitated, stallholders will be asked to work with Council staff to transition from generators within a specified timeframe.

Forklift and Vehicle Use

- Any Stallholders and their employees must not use or operate a forklift or drive a vehicle in the market between 6.30am and 1.15pm.
- Any Stallholders who use and operates a forklift must do so in a safe and competent manner and must hold a current forklift license Permit or a Certificate of Competency.
- Any person using the forklift Stallholders must have a 'forklift spotter' present while the forklift is operating.

Waste Disposal

- The Gleadell Street Market has Waste Wise/Resource Smart accreditation, and all stakeholders are expected to actively assist in maintaining this accreditation.
- Stallholders must keep their stall areas clean and tidy at all times.
- All waste generated because of trading must be collected and stored in the stall area so that their stalls and any adjacent footpath and road always remain clear of waste.
- Stallholders must place all waste from their goods into the appropriate bins provided by Council and must remove all rubbish from the stall at the end of trading.
- Stallholders must remove all items (including waste) associated with their trading from their stall area at the end of the trading.
- Any item/s not removed by the stallholder from the market area will be collected and removed by Council's contractor and disposed of at the stallholder's expense.
- Stallholders must not allow/discharge any litter or waste onto the road, footpath, drain, gutter or surrounding area.

Public Liability Insurance and Indemnity

- The stallholder must maintain a current public liability policy of insurance for an amount of not less than \$20 million.
- The stallholder must provide a certificate of currency of such insurance to the Market Operator when applying for a permit and an updated certificate each year on renewal of the permit.

Public Facilities

- Council will provide where possible all stallholders access to the toilets in Citizen Park during the set up and operation of the market.



7. Administration of market and permits

Fees and Charges

Permanent Stallholders

- All fees must be paid within 30 days of receipt.
- A Stallholder must give four (4) weeks' notice in writing prior to ceasing trading at the market and ensure all outstanding permit fees are paid.
- Fees for stalls change each 1 July as determined by Council's budget and Council resolution.
- Stallholders will be responsible to pay all permit fees during any absences (which include illness and/or holidays) unless approved by the Council.

Casual Stallholders

- All fees must be paid prior to the approved market date. Attendance will not be permitted unless fees are paid.
- Booking attendance and then not showing up may result in future bookings or ability to book being revoked and will not be eligible for a refund.

Cancellation of the Permit

The Council may alter, suspend or cancel a Permit if it considers that there has been:

- A substantial and/or continued failure to comply with this policy or any other relevant legislation;
- Failure to pay fees;
- At the request of the stallholder; or
- A prosecution found proven for breach of this policy and any permit condition.

Stall register

Council will maintain a register of all current stallholders. Council will also maintain a register (waiting list) of persons seeking to join the Gleadell Street Market, which will be updated as required.

Allocation of vacant stalls

Council's policy is to maintain a minimum of 70% of stalls where possible at the Market for fresh produce, with a priority on fresh fruit and vegetables. The remaining stalls may be offered on a case-by-case basis for other products or for Casual Stallholder Permits.

To maintain this policy and reduce the number of vacant stalls, the allocation of vacant stalls will follow this process:

- Where possible a vacant stall being reallocated preference will be to have 70% maintained as fresh produce:
 - A vacant stall will first be offered to eligible stallholders with a neighbouring stall who have not met the maximum stall allocation allowed under this policy.
 - If two neighbouring stallholders are eligible, the vacant stall will be allocated to the longest serving of the two. However, any stallholder who already has two or more stalls is ineligible to be allocated the vacant stall.
 - If the stall is not allocated to a neighbouring stallholder, it will be offered to the appropriate person on the waiting list register.
 - If the person on the waiting list declines the offer, they will be removed from the list or, if requested, moved to the bottom.

- If the stall remains unallocated, it will be offered to the next person on the waiting list until it is filled. Should the stall still be vacant, it may be offered to a casual stallholder on a temporary basis until a permanent stallholder can be found.
- Maintaining the fresh produce percentage:
 - If allocating a vacant stall would result in the total number of fresh produce stalls dropping below 70%, the following process will be followed, overriding section (a):
 - The vacant stall will be offered to the next person(s) on the waiting list who intends to sell fresh produce.
 - If this person declines the offer, they will be removed from the list or, if requested, moved to the bottom.
 - The vacant stall will then be offered to the next person on the waiting list who intends to sell fresh produce, and so on, until the stall is allocated.

Manager's Discretion

The Manager of Compliance and Parking may use their discretion to temporarily offer a third stall to a stallholder or make other arrangements to maintain the viability of the market and the required percentage of fresh produce.

Traffic Management Plan

There will be in place a current Traffic Management Plan for the market, which will be updated as required and made available to all stallholders.

Stall Placement

Council will consider potential amenity concerns when allocating stalls, with a view to spreading out any noisy generators, avoiding a cluster of cabling, or preventing any other potential obstructions. Priority may be given to the placement of casual stallholders as required to balance vacancies throughout the market.

Succession of stall

- Stallholders of long standing (10 years or more) upon retirement, or cessation of trading due to ill health, will be able to nominate an immediate family member or employee, for Council's consideration, to take over the stall/s (maximum of 2 stalls only may be allocated under this plan).
- All other stalls held by the stallholder will be allocated as per the allocation of stall section.

Community Stall

- One stall will be made available for a community stall each day of trading.
- Usage of the stall must be in accordance with all relevant guidelines.
- The stall is for the specific use of the local community groups and matters strictly pertaining to the Yarra community.
- Groups that fail to use the stall on the day they have booked it will be ineligible to use it for the remainder of the booking calendar year
- Use of the community stall is not permitted for any political or campaigning activities. The market is an apolitical event, and any political or campaigning activities must be done outside the market (outside the traffic management plan road closure) through a public space activation permit under the Local Law.

Internal Market Working Group

- Permanent stallholders only are eligible to hold a position as a member of the internal Gleadell Street Market working group.
- The working group will meet quarterly and will focus on improving market operations, addressing concerns, and discussing new initiatives to enhance the market's success and community engagement.
- Where possible, consultation with all stakeholders will be undertaken before any operational changes to the Gleadell Street Market Policy and/or Procedure and Protocols Manual are considered by the Internal Working Group.

8. Document Control

Document Owner:		Compliance & Parking Services	
Version	Date	Author	Description
1	September 2025	Compliance & Parking Services Branch	Revision of policy in line with stage 1 Local Laws Review community engagement feedback
2	April 2026	Compliance & Parking Services Branch	Revision of policy in line with further work from Councillor notice of motion
3	July 2026	Compliance & Parking Services Branch	Revision of policy in line with feedback from engagement



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