

Attachment B

Draft Guide to Setting up a Market on Council Land
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Guide to setting up a market on Council land



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About this guide

This guide assists market operators seeking to establish ongoing markets on [City of Sydney Council land](#). It covers the site identification, application, and approval processes.

One-off or temporary events: One-off and temporary markets approved via temporary event approvals are not under the scope of this guide or the City's Markets Policy. For one-off or temporary markets, refer to the [City of Sydney Event Guidelines](#), available on the City of Sydney website or from a [customer service centre](#).

Markets Policy: The [City of Sydney Markets Policy](#) sets out the guiding principles for ongoing markets.

Setting up a market

Follow the seven steps below to apply for and establish a market on City of Sydney Council land.

Step 1 - Identify a market type

Determine which type of market best serves the local community, considering what goods and services are already available. Your offering must align with community needs and not unreasonably compete with existing local businesses.

Market type examples:

- **Fresh food / farmers market** - primarily fresh produce sold directly by farmers and producers
 - **Goods market** - crafts, new or used goods and services sold directly by makers and providers
 - **Specialty market** - focused on a single category, such as antiques, cameras or flowers
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Step 2 - Identify a market site

Site suitability depends on community impact, land classification and type, proposed frequency of use, and available services and infrastructure.

Key site considerations:

- **Infrastructure** - overhead cover is required for food preparation and unpackaged food display
- **Services** - existing power and water access, where applicable, will dictate stall placement. Any additional service needs are the operator's responsibility to source and provide
- **Access** - safe vehicle access for bump-in/out and clear pedestrian access for visitors and through-traffic are essential
- **Indoor or outdoor venues** - Some indoor community spaces are available for hire. Contact the Community Venues team to discuss indoor venue opportunities: communityvenues@cityofsydney.nsw.gov.au or 02 9265 9333
- **Surface type** – Hardstand surfaces must be prioritised over grassed parks or spaces to avoid damages and resulting limited access for the community during repair works

Refer to the [Site Suitability Checklist](#) available on the [City's website](#) for what must be considered for any market site to be deemed feasible.

Important – Contact must be made to the City's Markets Coordinator before progressing any proposed market site or proposal application to discuss feasibility, site capacity and permissibility.

Step 3 - Produce a market proposal

Once the City has deemed a site as feasible in principle, prepare a market proposal application for submission and assessment.

Refer to the City's '[Apply to set up a local market](#)' webpage for what to include in a market proposal, access to the [Market Impact Assessment proforma](#) and the [Market Proposal Application form](#).

Your proposal must address all essential criteria, including, but limited to:

- Operational details - location, stall numbers, infrastructure, operating hours and days.
- Community engagement - collaboration with nearby businesses and community groups.
- Conflict avoidance - demonstrate the market will not unduly compete with businesses within a reasonable distance.
- Community space - dedicated stallholder space for community groups, social enterprises, not-for-profits and start-up businesses.

Step 4 - Lodge a Market Proposal Application

The [Market Proposal Application](#) must be submitted along with any supplementary documentation and plans via:

- **Email:** markets@cityofsydney.nsw.gov.au
- **In person:** [customer service or neighbourhood service centre](#)

Associated documents, such as, but not limited to, site plans and market impact assessments, can be submitted as supplementary attachments to the market proposal application.

Step 5 - Community consultation and notification

Once a qualifying market proposal has been received, the City will notify and consult the local community on the proposed site and market type. This may include letters to nearby residents and businesses, on-site signage, notices on the City of Sydney website and local publications. Community feedback will be considered in the overall assessment process and may be shared with applicants to help refine proposals.

Request for Proposals (RFP): During the public notification period, additional market proposal applications for the same site may be accepted via an RFP process, to ensure the community receives the best offerings. Details and lodgement deadlines will be published in public notices and on the City of Sydney website. All RFP applications must be submitted to markets@cityofsydney.nsw.gov.au or in person at a [customer service or neighbourhood service centre](#) within the advertised deadline (hard copies must be time/date stamped by a City of Sydney employee).

Step 6 – Assessment and selection

On conclusion of the community notification period, the original proposal and any qualifying proposals submitted during the notification period will be invited to present to City staff and be

interviewed on operational details including, but not limited to, safety, security, traffic, waste management, stall numbers and financial forecasts.

The City may offer conditional approval to a successful proposal on conclusion of assessments, pending receipt of final documents and permits, as required.

The City of Sydney looks favourably on proposals that:

- Curate an innovative market that contributes to cultural vitality through art, performance and community engagement.
- Offer a clear point of difference from existing markets in the local government area.
- Actively involve local businesses, stakeholders and community groups.
- Demonstrate a commitment to zero waste to landfill, including bans on single-use plastics and a commitment to biodegradable containers and cutlery.
- Reduce food waste through food rescue organisations or composting services.

Successful operators must commit to:

- Operating a vibrant, high-quality market destination that complements surrounding businesses.
- Not selling prohibited items on Council land (e.g. fur, mislabelled fake fur, exotic animal skin products or feathers), except where permitted under Traditional First Nations cultural practices.
- Professionally managing the market, including regular contact with Council and submission of performance reports
- Full compliance with the Market Licence/Consent agreement and all applicable legislation and planning obligations.

Step 7 – Set up the market

Following conditional approval, operators must lodge final operational documents and apply for any required ancillary permits before final approval is provided. The City's Markets Coordinator will advise on all requirements at this stage. A market approval is a formal agreement with the City of Sydney and is required before commencing operations.

A market approval can be in the form of a:

- **Licence agreement** - for markets held on Council land classified as operational or community (including public reserves and Crown land); or a,
- **Consent** - for markets held on a designated roadway or footpath.

Fees

Applicable fees and charges for ongoing markets are applied in accordance with the [City's Fees and Charges Schedule](#).

Site maintenance fee: Estimated annually based on utility use and maintenance required as a result of market activity. This is determined prior to a market operating and charged incrementally via monthly invoices.

Grants: City of Sydney offers a range of grant opportunities to help get your project off the ground.

For information on eligibility for markets contact communitygrants@cityofsydney.nsw.gov.au or

Permits and approvals

Apply through the City of Sydney for:

- Temporary food vending permits
- Temporary road closures
- Traffic management on City roads

Apply directly with the relevant agency for:

Permit / Service	Agency
Temporary event liquor licence	Liquor & Gaming NSW
User-pays police	NSW Police Force
Sydney Buses approvals	Transport for NSW
Road occupancy licence / Clearways	Transport for NSW
Taxi Council approvals	NSW Taxi Council
First aid provider	St John Ambulance / Ambulance NSW

Fees and charges may apply. Each agency will advise on their applicable costs.

Markets operational requirements

Insurance

- Operators must hold a public liability insurance policy for a minimum of \$20 million and provide a certificate of currency before entering into a Licence/Consent. Operators must hold workers compensation insurance as required by law, and other relevant business protection are also strongly recommended.

Performance Bond / Security Deposit

- A performance bond or security deposit may be required before operations commence. This will be confirmed by the City's Markets Coordinator.

Payment Terms

- A minimum of one month's land-use fee must be paid in advance before approved market operations commence.

Make Good and Site Maintenance

- Stalls and infrastructure should be prioritised to hardstand surfaces. Ground protection matting (Trakmat, Terratrack or similar) are required where vehicles or heavy infrastructure are used.
- Direct patrons to existing pathways and hardstand surfaces via site layout design to avoid any impacts to soft landscaping.
- A site maintenance contribution fee covers Council works arising from market activity, including landscape maintenance, general cleansing and remediation.
- Sites and infrastructure on grass are generally not supported. If the use of grassed areas is permitted by the City, higher maintenance fees may be required.
- **Note:** The site maintenance fee does not cover waste collection. Operators must arrange commercial waste collection for each market day.

Resource and Waste Management

- Refer to the City of Sydney's [Sustainable Event Guidelines](#) for guidance on reducing environmental impact.

Minimise Resource Use

- Comply with bans on plastic bags, single-use plastics and printed flyers.
- Encourage stallholders to minimise packaging waste.
- Consider whole-market sustainability programs (e.g. zero-waste, reduced carbon footprint).

Recycle, Reuse and Remove Waste

- Use biodegradable or compostable products in line with City and State Government policy.
- Provide additional bins alongside City bins - City bins do not have capacity to service markets in most circumstances.
- Position recycling bins at entry/exit points, food and drink areas, walkways and high-traffic zones.
- Arrange commercial waste collection after each market day and return the site to its original condition.
- Clean litter within 50m of the site boundary (or as stated in the Licence/Consent).

Sustainability Education and Community Engagement

- Promote waste reduction, recycling, product travel distances and packaging minimisation to stallholders and visitors.
- Provide water refill stations and other community sustainability initiatives.
- Encourage stallholders to take food waste for composting and to run relevant workshops.
- Involve local community groups, schools and clubs through participation, performances and discounted or free stalls.

Traffic, Transport and Parking Management

- Road closures or traffic alterations require support from the Local Pedestrian, Cycling, Traffic Calming and Transport Forum. Detailed traffic management plan (including road closure plans) must be submitted to the Forum for review. Application requirements and deadlines can be discussed with the City's Markets Coordinator once in-principle approval is confirmed.
- Encourage stallholders to use off-street parking.
- Situate markets close to transport links to reduce car dependency.
- Allocate scheduled loading zones within the markets area
- Maintain pedestrian safety as the highest priority

Pedestrians, Cyclists and Accessibility

- Ensure safe, accessible routes and clear space around stalls at all times.
- Comply with the Disability Discrimination Act and City of Sydney inclusive and accessible public domain policy.
- Provide ample bicycle parking.
- Communicate public and active transport options clearly in market promotions.
- Ensure any pre-existing bicycle or shared pathways which may enter or impact your site are not hindered or unduly affected by market operations

Hours of Operation, Set-Up and Pack-Down

- Hours are assessed based on surrounding land uses and potential impacts.
- Set-up and pack-down times depend on impacts to surrounding stakeholders, uses and zoning.
- Manage stallholder access to minimise conflicts between vehicles, goods and pedestrians.
- Use designated routes and ground protection to preserve ground surfaces.
- Allocate scheduled loading zones and prioritise pedestrian safety at all times.

Continual Improvement

- Operators must meet regularly with the City's Markets Coordinator for ongoing operational reviews.
- Community feedback and Council concerns will be raised and addressed promptly.

Further information

Further information and access to copies of relevant City documents can be found on the City's [Guide to setting up a market on Council land](#) webpage.

