



Stallholder Information Pack

Our Markets

EGYPTIAN INSPIRED ARTISAN

Discover the best of our region at Haig Park Village Markets, a vibrant showcase of fresh seasonal produce, sustainable meats, artisan breads, sweet treats, stunning blooms, multicultural street food, and talented local makers.

With a carefully curated stall mix and limited numbers in each category, we champion quality over quantity, ensuring strong support for our stallholders and an exceptional experience for our visitors. Backed by a dynamic marketing strategy, our markets attract large, loyal crowds and strong community engagement every Sunday, all year round.

Every market day is brought to life with live local music, hands-on workshops, and family-friendly entertainment. Our signature events and themed weekends continue to excite returning visitors while drawing in new audiences from across the city and beyond.

The Details

**Location:**

Our market comes to life every Sunday in Braddon, one of Canberra's most dynamic and centrally located suburbs. Nestled under the trees of Haig Park, right in the heart of a thriving community, our vibrant market is surrounded by the high-density suburbs of Braddon, Ainslie, Turner and O'Connor, making it the perfect weekend destination for locals and visitors alike.

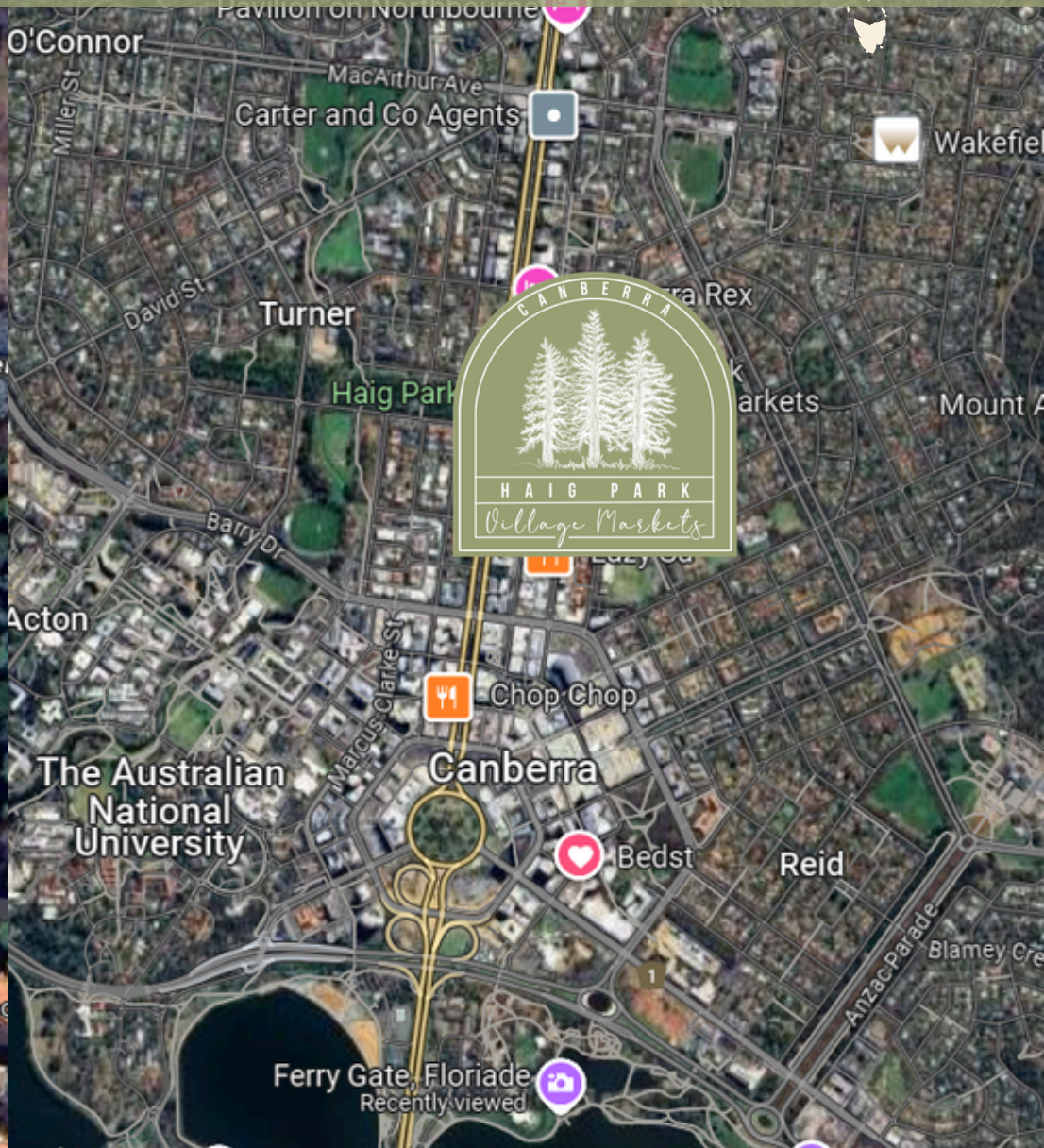
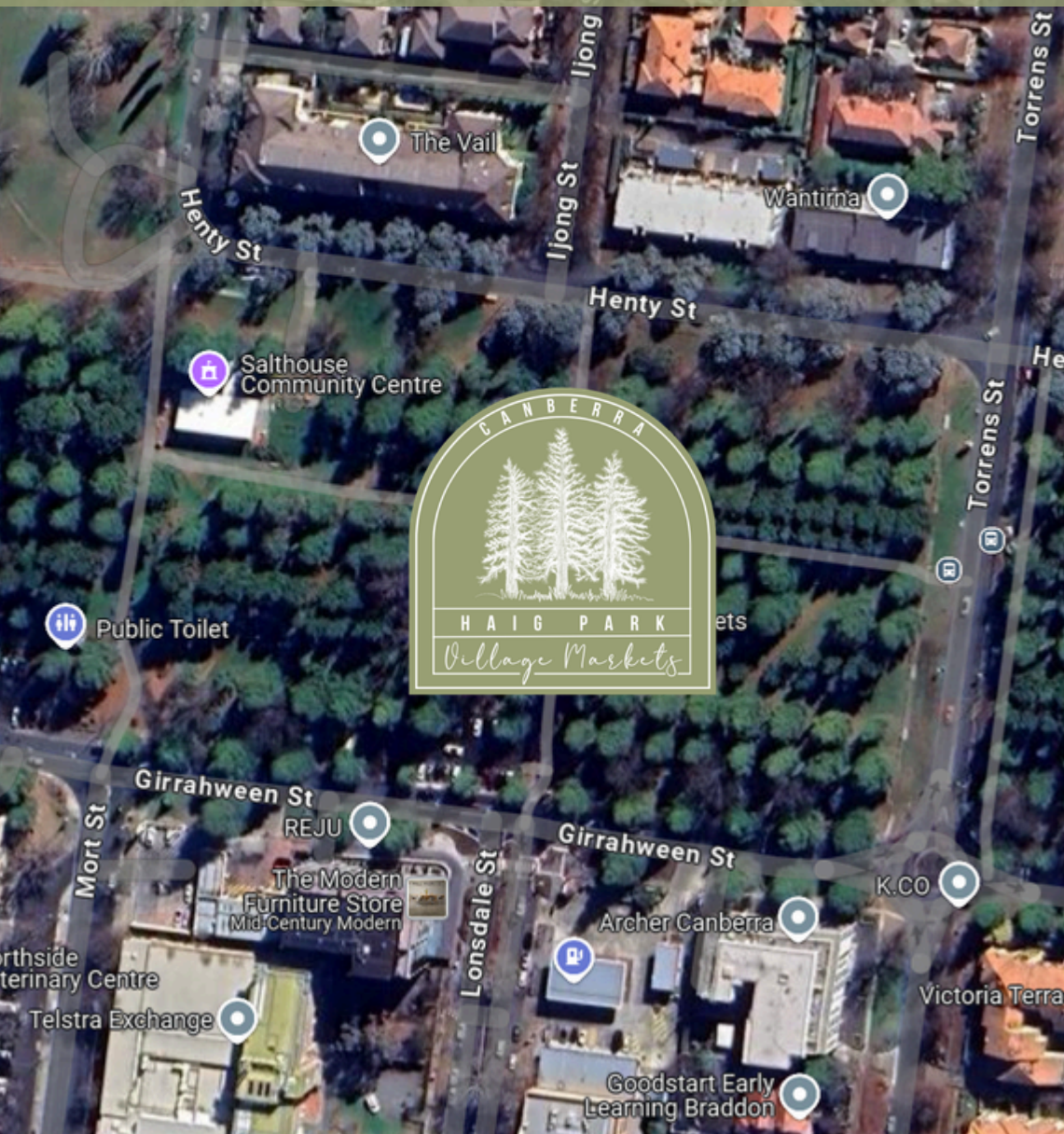
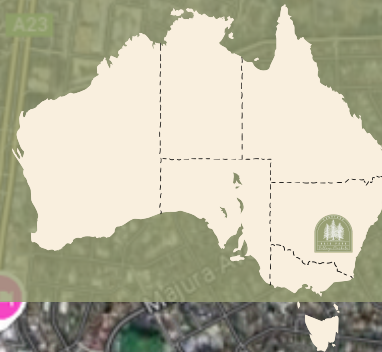
Time:

8AM - 2PM (option to leave at 12pm for some categories)

When:

every Sunday

Location



Demographics

The inner north suburbs of Braddon, Turner, O'Connor, and Ainslie are home to a high concentration of medium to high-income earners, with 44% of residents working as professionals, double the national average of 22.2%.

Braddon, in particular, is a cultural and culinary hub, where artisan coffee roasters, boutique cafes, and cutting-edge Modern Australian restaurants thrive within converted industrial spaces along the iconic Lonsdale Street.

This high-density area continues to grow, with even more residential developments on the horizon. Surrounded by schools and affluent households, it offers an ideal environment for attracting a loyal, engaged, and diverse customer base every weekend.

Population

ABS Census 2021

28,539

Household Income

Average Income

\$2,800

Household Details

Professionals

73%

Median Age

35

Our Marketing Strategy

At Haig Park Village Markets, our marketing is driven by insight and impact. We've developed a targeted strategy that not only identifies our key audiences but also tracks their behaviours, needs, and emerging trends to ensure we're always one step ahead. Backed by a passionate and experienced team, we know how to create buzz, drive attendance, and keep our community engaged week after week.

Our promotional strategy includes a multi-channel approach to maximise reach and engagement:

- Quarterly events to attract new audiences
- Targeted social media campaigns tailored to key demographics
- Digital advertising across high-traffic, Canberra-based media
- Collaborations with local influencers, and popular foodie websites
- Features on tourism platforms such as VisitCanberra
- Print collateral, including flyers, posters, and signage
- Strategic placement in hotels and accommodation marketing materials to attract visitors

Market Stall Fees

Market Stall Fees

Main Path Stalls 3m x 3m:

- Weekly (min. 4 wks): \$90
- Fortnightly or monthly: \$100
- Casual: \$110
- Large 6m x 3m: \$160

Side Path - Weekly or Casual:

- 3m x 3m: \$75
- 6m x 3m: \$120
- Event Days: \$110, unless attending weekly

Marquee hire

Marquee and weight Hire
(first attendance only): \$20

Produce Stall Fees

Main Path

- 3mx3m: \$80
- 6m x 3m: \$140

Side Path or Car park Stalls:

Car park optional 12pm finish, vehicles can be located next to stall:

- 3m x 3m: \$65
- 6m x 3m: \$110

Hot Food Stall Fees

- Weekly - 3m x 3m: \$120
- Weekly - 6m x 6m: \$180
- Casual - 3m x 3m: \$130

Options

- Power (per plug-in point): \$10 per market day
- Public Liability Insurance (if required): \$20 per market day
- Rear of Stall: 50% of main stall fee

Charity, NFP, Social Enterprise

- 3m x 3m: \$55

Service ie massage or tarot

- 3m x 3m: \$55

Activation

- Performer, experience, activity or workshop - FREE (stall fee free)

***Weekly stalls have preference of allocation and priority of category, once a category is full only weekly stalls can attend in that category. See location map next page.**

Stall Locations



New to Markets

What do I need for my first day?

- All stalls are required to bring a marquee with weights - this can be hired on your first attendance if needed.
- A table if needed with a covering
- Signage to attract customers
- Pricing for products
- Square device or similiar - majority of sales are online
- Presentation - check out our Stall Aesthetic Guide for tips and tricks to present beautifully to customers.
- Market yourself - post on your socials and website you will be at the markets - see our Social Guidelines

More Than Just a Market



At Haig Park Village Markets, we offer so much more than your average shopping experience.

From relaxed seating spaces to live music from local talent there's always something for everyone! Visitors can join in on interactive workshops and demonstrations, from sourdough making to calming yoga under the trees.

We partner with local music schools, businesses, and community organisations to deliver vibrant, engaging experiences that create real buzz and draw crowds each week.

It's all about connection. Today's shoppers expect more, and we deliver. By blending entertainment, community, and quality local goods, we give people more reasons to visit, stay longer, and shop local.



Email: info@haigparkvillagemarkets.com.au

Phone: 0493 147 994

ABN: 30 634 924 913



<https://haigparkvillagemarkets.com.au/>



@HaigParkVillageMarkets



@HaigParkVillageMarkets