



# Stallholder Information Pack

# Our Markets

**Experience a curated lakeside market where gourmet cuisines meets artisan creativity.**

Set against the breathtaking backdrop of the lake, our market showcases a handpicked mix of talented makers, delicious food, seating with a view, live music, and vibrant performances — all wrapped in an atmosphere you won't want to miss.

With strong local support and a steady flow of tourists, this high-foot-traffic location is the ideal setting for our monthly market.



# The Details



**Location:** Queen Elizabeth Tce, Parkes  
**Time:** 9AM - 2PM  
**When:** MONTHLY  
**Load-in:** from 6.30am - 8.30am  
**Load-out:** from 2pm - 3.30pm  
**Access:** vehicle access available  
**Parking:** 430 spaces in the Questacon carpark and 330 spaces in the National Library carpark all within a minutes walk

# 2026 Market Dates

## 1st Saturday of the month:

- 7 February - Burley returns
- 7 March
- 14 March - Balloon Spectacular Special (6.30am to 12pm)
- 21 March - Balloon Spectacular Special (6.30am to 12pm)
- 4 April - Easter
- 2 May - Autumn Art Fair
- 6 June - Winter Wonderland
- 4 July
- 1 August - Dog Day Out
- 5 September - Spring Blossoms
- 3 October - Floriade
- 7 November - Fashion Fest
- 5 December - Christmas Market

# Location



Perfectly positioned between the High Court, Questacon, and the National Library of Australia, our market sits in one of Canberra's most picturesque and vibrant recreational areas. Families, friends, locals, and tourists alike gather here to picnic, exercise, and soak in the beauty of the lake.

Surrounded by some of the nation's most iconic cultural institutions – including Old Parliament House, the National Gallery, the Portrait Gallery, and more – this location offers an unbeatable mix of atmosphere, accessibility, and foot traffic.

# Google Map



# Our Marketing Strategy

We've developed a comprehensive marketing strategy to clearly define our target audience and understand the behaviours, preferences, and trends of those who attend our markets. This approach ensures a consistently high volume of visitors throughout the day, creating a dynamic and engaging environment for stallholders and attendees alike.

Our promotional activities include:

- Targeted social media campaigns aligned with key market demographics
- Online advertising through influential Canberra-based media outlets
- Collaborations with local influencers, bloggers, and foodie platforms
- Listings and features on tourism websites including VisitCanberra
- Promotion of individual stalls via our website
- Print collateral such as posters and flyers across key touchpoints
- Partnerships with hotels and tourism services for cross-promotion

# Pricing and Details

## Market Stall

- Monthly stall - 3m x 3m - \$75
- Monthly stall - 6m x 3m - \$140
- Monthly Hot Food stall - 3m x 3m - \$120
- Charity stall - \$40
- Experience, children's activity, sports activity or workshop - FREE

## Power & Insurance

- Power: \$15 per plug in point (15 amp)
- Insurance per market day: \$20 (if required)

# Unique Offerings:

We offer so much more than your average market! From relaxed seating areas to devour those delicious treats, music to your ears with local talent and Canberra's orchestras, to upbeat dances. We partner with local music schools, organisations and businesses to offer more.

Our partnerships creates a market buzz and attracts more attendees to get into the action.

We are all about the interactions, connections and community, these days people expect more from their shopping experience so we offer a different reason for people to visit and a way to shop local.

