



How To Complete Your MarketLife Stallholder Profile

So you're applying to be a stallholder at an upcoming events using the MarketLife stallholder portal – huzzah!!!

We know that our system might be a little different than what you're used to, so we've created these instructions to help you out.

Step 1: You will need to create an account in our system. Please visit the following page online and read all the information provided there: <https://marketlife.com.au/>

Step 2: After clicking the link and reading through our website, select the stallholder portal bar and you will be taken to a web page that looks like this:



Welcome to the MarketLife Stallholder Portal!

This portal allows you to create a stallholder profile and manage your applications for all Perth Makers Market events, and other events organised by Erin Madeley Consulting.

You will need to register as a new user if this is your first time applying with us. If you are a returning user you will need to log in to edit/update your profile and apply to markets.

Existing User Login

New User Registration

If you are creating an account with us for the first time, you need to click the button on the bottom right that says New User Registration.

Step 3: Once you have hit that button, you'll be taken to a page that looks like this:

New User Registration

Please Complete the following details. A confirmation email will be sent to complete the registration process.

Username*

Required. 30 characters or fewer with no spaces. Use only letters, digits the following characters - @ + _ .

Email*

email address

Stall/Business Name*

Password*

Password confirmation*

Enter the same password as before, for verification.

You'll need to fill in all the sections of this form, then hit Submit.

Once you have hit Submit, an automated e-mail will be sent to the e-mail address you have provided.



Step 4: Find the verification e-mail that our automated system sent you and follow the instructions to activate your account. If you haven't received the e-mail within 5 minutes, please check your junk mail folder.

Step 5: Once you have activated your account, you will need to log in to complete your profile. You can log in via the same page where you registered for an account: <https://marketlife.com.au/>

Step 6: When you have logged in you should be able to see the following:



User Details [Edit](#)

These details form part of your application to all events that you apply for. The description of your business will be used as part of our application process when assessing your application. Please be sure to tell us why your business is amazing and how it differs from others. Business details, web links and images will be published publicly. Contact details are kept private and are only used for communication between the market and stallholders.

Contact Details

Name: Erin Madeley
Phone: 0408932661
Mailing Address:
9A Chiswick Street
RIVERTON 6148 WA

Business Details

Business Name: MarketLife
Business Category: Handmade
Product Category: Art
Business Description:
Manager of Perth Makers Market, Erin Madeley Consulting and MarketLife

Web & Social Media

Website: <http://www.erinmadeley.com>
Facebook Page: [erinmadeleyconsulting](#)
Twitter Handle: None
Instagram Username: [erinmadeleyconsulting](#)
Etsy Shop Name: None
Public Facing Description:
Manager of Perth Makers Market, Erin Madeley Consulting and MarketLife

Market Applications

Upcoming Markets

You then need to click on the blue Edit button to the right of where it says User Details (please see below picture – button circled in red).

User Details



These details form part of your application to all events that you apply for. The description of your business will be used as part of our application process when assessing your application. Please be sure to tell us why your business is amazing and how it differs from others. Business details, web links and images will be published publicly. Contact details are kept private and are only used for communication between the market and stallholders.

Contact Details

Name: Erin Madeley
Phone: 0408932661
Mailing Address:

____ 0000 WA

Business Details

Business Name: MarketLife
Business Category: Handmade
Product Category: Art
Business Description:
Manager of Perth Makers Market, Perth Upmarket, Erin Madeley Consulting and MarketLife

Web & Social Media

Website: <http://www.erinmadeley.com>
Facebook Page: [erinmadeleyconsulting](#)
Twitter Handle: None
Instagram Username: [erinmadeleyconsulting](#)
Etsy Shop Name: None
Public Facing Description:
Manager of Perth Makers Market, Perth Upmarket, Erin Madeley Consulting and MarketLife



Step 7: Fill in all the information in the Edit User Details form. All fields marked with an * are compulsory.

Edit User Details

Please enter your details below. This forms part of your application to any events you apply for. The description of your business will be used as part of our application process when assessing your application. Please be sure to tell us why your business is amazing and how it differs from others.

Business details, web links and images will be published publicly. Contact details are kept private and are only used for communication between the market and stallholders.

Username

PerthMakersMarket ([Change Password](#))

First name

Last name

Email address

10-digit Phone Number*

Postal Address*

Suburb*

Postcode*

State*

Vehicle license plate number

Vehicle rego is used when managing bump-in, bump-out and parking on market days.

Stall/Business Name*

If you **do not** have a website, Facebook page, Twitter handle, Instagram username or Etsy shop name, leave these blank. If you do, please follow the text instructions below each field to fill them in correctly (if you do not, the links on any public facing website will not work correctly).

Once you have filled in all the fields, hit the Save button at the bottom of the page. You will be taken back to where all details are listed and be able to view the information that you have provided to us.

Step 8: Add pictures. As part of our application process we need to be able to view your work, so we ask that you provide a **minimum** of 3 images to us. There is no maximum so if you would like to provide additional images to support your application, please do so.



To add images please click the +Add button to the right of where it says User Photos:

User Photos

Before market applications can be submitted, you must [add](#) at least 3 photos assessing your application. Images with their titles and descriptions may appear

Market Applications

⚠ Before market applications can be submitted, you must [provide at least 3 n](#)

Add your images. You can only add one image at a time. Make sure to fill in all fields marked with an *. Once you have done so, hit save.

Add Photo

Please select photos that best illustrate your products and your stall presentation. Note that all photos uploaded here will be publicly visible on the internet, and may be used for promotional materials and posts for the market.

Title*

Display Image On Public Website

Set as Cover Image for Website

User Photo*

No file chosen

Once your profile is completed, the images will sit below the events you are eligible to apply for.

Continued on next page...

Step 9: Once you have added the minimum of 3 images, you will be able to apply for the event dates you are interested in on the main page. Simply scroll down to where it says Market Applications.

Depending on the category your business falls under, it will change what events you are eligible to apply for (based on what the event is accepting – e.g. handmade only events will only be visible to handmade businesses).

All events are listed by the organisation running the event. To see what upcoming market dates there are you will need to click the Show details and upcoming market dates button (circled in red).

Upcoming Markets

Perth Makers Market Applecross

Location: Heathcote Cultural Precinct

Organiser: Perth Makers Market

Accepted Business Categories: Handmade, Food/Beverage, Non-Profit

[Show details and upcoming market dates](#)



Perth Upmarket

Location: UWA

Organiser: Perth Upmarket

Accepted Business Categories: Handmade, Designed, Food/Beverage, Non-Profit

[Show details and upcoming market dates](#)



Town of East Fremantle's George Street Festival

Location: George Street, East Fremantle

Organiser: Town of East Fremantle

Accepted Business Categories: Handmade, Designed, Imported, Services, Food/Beverage, Non-Profit, Vintage Goods

[Show details and upcoming market dates](#)



Applecross Rotary Jacaranda Festival

Location: Ardross Street Applecross

Organiser: Applecross Rotary

Accepted Business Categories: Handmade, Designed, Imported, Services, Food/Beverage, Non-Profit, Vintage Goods

[Show details and upcoming market dates](#)



Perth Makers Market - Pop Ups

Location: Various

Organiser: Perth Makers Market

Accepted Business Categories: Handmade, Food/Beverage, Non-Profit

[Show details and upcoming market dates](#)



Brookfield Properties Mini Markets

Location: Brookfield Properties Perth

Organiser: MarketLife

Accepted Business Categories: Handmade, Designed, Imported, Services, Vintage Goods

[Show details and upcoming market dates](#)





When you have hit this button, it will expand the information for that event series. Where there is an upcoming event date that you have not applied for, which is still open for applications, there will be a blue Apply Now button next to that event (see circled in red for example):

Perth Upmarket

Location: UWA

Organiser: Perth Upmarket

Accepted Business Categories: Handmade, Designed, Food/Beverage



[Show details and upcoming market dates](#)

Perth Upmarket is Perth's premier quarterly market for handcrafted wares. We are a West Australian business and our vision is to help creative small businesses, like yourself, to thrive. We want to provide you with tools and support to help you before, on the day and well past the event. Here is what we think sets us apart from other markets:

- Our events are shopping events. Our aim is to get thousands of savvy shoppers in front of your stall to buy your products.
- Our events are FREE to attend, so we attract thousands of customers to your stall at each event.
- Our events are curated – we hand pick over 180 of Perth's best retailers, limiting the numbers in each category, to give customers choice and variety while minimising competition between exhibitors. You will be in good company.
- We spend hundreds of hours and thousands of dollars in executing our highly targeted marketing plan in order to attract the right people who are your target market are ready to do business with you. Perth Upmarket has previously been featured on Sunrise, Air Asia inflight magazine, Tourism West Australia, WA Weekender, The West Australian and WA Business news to mention a few.
- We care about you and your success. Many of our retailers have worked with us and together for years and have become good friends.
- Perth Upmarket is held on the picturesque grounds of The University of Western Australia – centrally located between the north and south of Perth and boasting loads of free parking.
- We have 3 ATM's on site and plenty of free parking.
- We attract high quality sponsors that help elevate our event to extend our reach.
- We have a private Facebook Group community where you can build ongoing business relationships with other retailers and where we share information and tips to help you maximise your day.
- We are a professional events team and pride ourselves on being highly organised.
- Our aim is to make your day stress free and generate lots of sales.

Upcoming Markets	Market Date	Market Time	Application Closing Date	Application Notifications
Perth Upmarket November 28th 2021	28-Nov-2021	10:00AM-4:00PM	04-Oct-2021	15-Oct-2021
March 2022 Perth Upmarket	20-Mar-2022	10:00AM-4:00PM	28-Jan-2022	04-Feb-2022 Apply Now
June 2022 Perth Upmarket	19-Jun-2022	10:00AM-4:00PM	11-Mar-2022	18-Mar-2022 Apply Now
September 2022 Perth Upmarket	18-Sep-2022	10:00AM-4:00PM	24-Jun-2022	01-Jul-2022 Apply Now
Nov 2022 Perth Upmarket	27-Nov-2022	10:00AM-4:00PM	19-Aug-2022	26-Aug-2022 Apply Now

When you have hit this button, you will be taken to the following page:

MarketLife Welcome executive Log Out

Create Application for March 2022 Perth Upmarket

March 20, 2022 at University of Western Australia

Preferred stall type

If selecting a shared stall, please state which other business you plan to share with (who also needs to apply)

Other stall types are acceptable

Select discount if applicable*

Please select any optional extras from the following:

- Public Liability Insurance (required if you don't have your own) - \$33.00
- Outdoor Power - \$50.00
- PUM Instagram Stories Takeover - \$25.00
- PUM Blog feature on website - \$50.00
- PUM Digital e-mail group feature - Your business features in our newsletter to 12K + subscribers and linking to your website - \$125.00
- PUM Social Media Giveaway - We run a social media giveaway on Instagram for you. Customers like your page and comment to enter. You must contribute a prize valued over \$25 - \$85.00
- PUM Social Media Blast - Facebook and Instagram - one post to both - \$85.00
- PUM Full Promo Package including: social media giveaway, social media blast, blog and newsletter feature (20% discount) - \$277.50
- Trestle Table Hire - 2m x 0.8m - \$35.00
- Own Public Liability Insurance - \$0.00
- I accept the Market Terms and Conditions

Fill in all fields and hit Save.



Once you have submitted your application (by hitting Save), it will appear under a new heading: Existing Applications. This appears above the Upcoming Markets section:

Market Applications

Existing Applications

Market Series and Location	Market Name	Date & Time	Application Notification Date	Preferred Stall Type
Perth Makers Market - Pop Ups at Various	Perth Makers Market - Twilight Christmas Market 2021	19-Nov-2021 4:00PM-9:00PM	03-Sep-2021	Twilight Christmas Market Corner - 3m x 3m (\$250.00)

Upcoming Markets

Town of East Fremantle's George Street Festival

Location: George Street, East Fremantle

Organiser: Town of East Fremantle

Accepted Business Categories: Handmade, Designed, Imported, Services, Food/Beverage, Non-Profit, Vintage Goods

[Show details and upcoming market dates](#)



At any time, you can change your Preferred Stall Type by hitting the Edit button for that market date. If you wish to withdraw your application for a particular event date, you can do so by hitting the Delete button (these only appear if the event is still open for application, once the closing date to apply has passed you will need to get in touch with Stallholder Management via email).

Step 10: You will hear from us regarding the status of your application by the Application Notification Date for each event you have applied for:

Existing Applications

Market Series and Location	Market Name	Date & Time	Application Notification Date	Preferred Stall Type	
Applecross Rotary Jacaranda Festival at Ardross Street Applecross	2020 Applecross Rotary Jacaranda Festival	28-Nov-2020 9:30AM-3:30PM	26-Aug-2020	2020 Jacaranda Stall Standard - Corner - 3m x 3m (\$230.00)	Edit Delete

Now you're all done! If you run into any issues or need any assistance, please do not hesitate to get in touch.