



STRING BEAN ALLEY TRADER INFORMATION PACK

EXPRESSION OF INTEREST



STRING BEAN ALLEY

At String Bean Alley you will find eye catching retail spaces showcasing local artists and designers, locally and ethically sourced products high on sustainability and a range of current stall holders creating a point of difference in their offer.

Research indicates that visitors are seeking high quality souvenirs and gifts that focus on locally made products and our aim is to deliver.

Building on the vision and in line with the Queen Victoria Market's strong traditions, String Bean Alley will house 12 new retail containers joining its 12 existing colorful shipping container businesses by May/June.

This substantial addition to String Bean Alley creates a new Melbourne laneway experience at the Market, inspiring visitors to explore and discover quality, locally designed or made products.

The reinvigorated String Bean Alley will align with the Market's strategic direction with a focus on new trading hours and formats, encouraging longer visits and supporting small business to attract new customers.

Operational by mid 2019, the expanded String Bean Alley precinct will be part of both the successful Day and Night Market series, and a significant destination in the Market.

Queen Victoria Market is encouraging Expressions of Interest from Victoria's up and coming artisans and craftspeople, traders and small businesses with a focus on Victorian made and/or designed.

The overarching vision for String Bean Alley is for a community of stallholders that will provide products and services that:

- Are locally designed, sourced and produced;
- Are customised, bespoke and/or personalised elements to the product offer or service;
- Are a specialist range with a stand out point of difference; and
- Have an interesting story behind the product, brand and/or service.

KEY SELECTION CRITERIA

The following key selection criteria will be considered as part of the application assessment for String Bean Alley:

1. **Operational and product standards that promote sustainability, ethical practices or artisanal activity.**
2. **The integrity, quality and type of product:**
 - Locally designed, sourced and produced.
 - Customised, bespoke and/or personalised elements to the product offer or service.
 - Specialist range with a stand out point of difference.
 - Story behind the brand and product.
 - Suitability to the Market and its vision.
3. **Engaging visual merchandising and stall presentation standards**
 - High level of signage, ticketing and visual merchandising standards.
 - Submit visuals of proposed stall set up and presentation with your application.
 - Include proposed floorplan of the stall/site set-up,

including types of fixtures/fittings and any physical constraints with your application.

4. **Creative spaces to attract, retain and better engage customers i.e. Meet the Maker workshops**
5. **An active and engaging social media presence (desirable)**
6. **Packaging**
 - Focus on environmental or sustainable operations/attributes.
7. **Customer service and personalised customer interaction**
8. **Current and previous retail/business experience and financial viability**
9. **The willingness to collaborate with other stallholders and Queen Victoria Market management.**

IMPORTANT:

The sequence of the criteria does not imply any relative priority and assessments of applications are not strictly limited to the criteria listed.

Queen Victoria Market will not be evaluating any application for the purpose of entering legal relations. A legally binding relationship will only be considered if and when the successful applicant executes a formal letter of acceptance prepared by the company.

THE APPLICATION PROCESS

HOW DO I APPLY?

1. Applications must be made online at: www.qvm.com.au/become-a-trader/
2. Ensure to address the key selection criteria and include any other documents you would like considered as part of the application.
3. Ensure relevant documentation is attached to the online application at time of lodgment.

SELECTION PROCESS

1. Applications will be assessed by Queen Victoria Market Management including representatives of the market trading, marketing and strategy team who will develop a shortlist of applicants based on key selection criteria, suitability of product and quality of application.
 - Interviews will be conducted with shortlisted applicants;
 - Interview panel will present final recommendations to the Chief Executive Officer;
 - The Market Trading team will work with successful traders to coordinate and facilitate onboarding.

1. Online Application
assessed by QVM
Management

2. Short List of
applicants notified

3. Interviews
conducted with
shortlisted applications

4. Final
recommendations
presented to QVM CEO

5. Successful
applicants contacted
to coordinate & facilitate
onboarding, fit outs &
marketing.

STALL INFORMATION: FEES AND LICENSING

Rent Schedule and Trading Hours:

String Bean Alley currently operates three and half days a week inclusive of Wednesday Night Markets, Friday, Saturday and Sunday day market trade. Long-term, Queen Victoria Market envision the precinct will operate on all market days five and a half days a week, from Tuesday to Sunday, inclusive of the Wednesday Night Market. The transition from a three and a half day trading week to a five and half day trading week will take place in an incremental fashion over a 12 month phasing in period.

Please note there will be a requirement for all String Bean Alley traders to trade through the traditional Summer and Winter Night Market series. Trade during these seasons will be inclusive of the licence fee for the duration of the licence term. String Bean Alley traders will also be required to open for trade during any additional special events as required by Queen Victoria Market and may incur additional charges to the licence fee to participate in these events.

Please refer to the fee schedule on page 6 which sets out the licence fees and required trading days during the initial 12 month transition period to a 5 and a half day operating schedule.

Container Dimensions / Specs

- 10x 20-foot -- 2.4m (W) x 6.0m (L) x 2.9m (H) (includes covered veranda of same size)
- 2x 10-foot -- 2.4m (W) x 3.0m (L) x 2.9m (H) (includes covered veranda of same size)

Power: 20 amps (x4 gpo's)

Licence Term: 24 months

Bond: 3 months rent (inclusive of GST)

STALL INFORMATION: FEES

Time Frame	Trading Days	Trading Hours	Rent (per month)
0 - 6 Months	Wednesday Friday Saturday Sunday	5pm - 10pm 10am - 4pm 10am - 4pm 10am - 4pm	\$1,187*
6 - 12 Months	Wednesday Thursday Friday Saturday Sunday	5pm - 10pm 10am - 4pm 10am - 4pm 10am - 4pm 10am - 4pm	\$1,397*
12 months onwards	Tuesday Wednesday Thursday Friday Saturday Sunday	10am - 4pm 5pm - 10pm 10am - 4pm 10am - 4pm 10am - 4pm 10am - 4pm	\$1,612*

*Includes Wednesday Summer and Winter Night Market seasons.

WHAT HAPPENS NEXT?

- Applications close at 5pm on Thursday 14 March 2019.
- Should your application be successful, you will be shortlisted and invited for an interview.
- All applicants will be notified via email of the outcome of their application.
- Successful applicants will receive a copy of the New Trader Information Pack, which outlines further detail on marketing support and promotions.
- For any enquiries please call 9320 5822 or email to sba@qvm.com.au.

