



2019 WINTER NIGHT MARKET TRADER INFORMATION PACK





2019 WINTER NIGHT MARKET

After seven years of great success, the Winter Night Market returns to Queen Victoria Market in 2019 for a season of 13 weeks from June 5th to August 28th. The 2018 season saw the event grow as a destination for Melburnians and tourists alike to gather, creating opportunities for food traders and local artisans to showcase their wares to a strong local and international market.

Melbourne's original Night Market is the place to meet every Wednesday night during Winter to feast on global street food, browse vintage fashion offers, experience emerging Melbourne designers and enjoy live performances from local and international acts. The 2019 season is set to run every Wednesday night from June 5th to August 28th between 5pm-10pm.

The Night Market will continue to showcase Melbourne's rich and diverse culture through:

- Food vendors providing a wide range of street foods with a focus on multi-cultural cuisines, all prepared and cooked fresh on-site
- Showcasing a wide range of Victorian & Australian products, the Night Market will again be a fully licensed venue
- Designer fashion and artisan stalls offering a diverse product mix with an emphasis on innovative, handmade and locally designed pieces.
- Live on stage entertainment with roving artists and performers throughout the Night Market

Queen Victoria Market is now seeking expressions of interest for this iconic Melbourne event!

STALL INFORMATION

Stall Dimensions

Stall dimensions at the Winter Night Market will be offered at different sizes dependent on location, product category and type of stall. In your application you will be asked to indicate your preferred stall size.

Specialty Stalls

2.4m x 2.4m or 3m x 3m

Food Stalls

5m x 4m or 3m x 3m

Food Carts

To be negotiated

What is provided with a stall?

Power

The Market has limited power available, which we'll advise during the interview process. To operate a safe Market, all electrical equipment needs to be tested and tagged by a suitably qualified electrician before being brought to the Market.

Furnishings

Trestle tables are available for hire at \$11 per table per night (GST inclusive). To keep sightlines clean and visible, we ask that all stall displays remain below 2.4m.

Merchandising

Queen Victoria Market's merchandising standards and guidelines are designed to assist stallholders in positioning their product to be as successful as possible. While we encourage each stallholder to present themselves true to their own brand, a level of presentation is expected to provide customers with an enjoyable shopping experience.

In order to showcase your stall and products we require you to provide your own lighting.

Food Vendors

Make sure you tell us if require coolrooms during your application. This will allow us to plan and allocate adequate space. Unfortunately coolrooms operating off generators or engines are unable to be accommodated.

For your own and the general public's safety, all traders should be aware and ensure they are up to date and compliant with the relevant standards of all gas appliances set by Energy Safe Victoria. For further details and free advice you can contact Energy Safe Victoria at:

www.esv.vic.gov.au or
1800 652 563.

Sustainability

Queen Victoria Market is committed to ensuring that our events have as little impact on the environment as possible. The guidelines below have been adopted to help us achieve this goal:

Go plastic bag & straw free

It takes a minimum of 100 years for a plastic bag to disintegrate. Help protect the environment by using only paper, recycled or bags from QVM's preferred supplier. Plastic bags will no longer be permitted.

Consumables

Food vendors are required to serve all consumables (plates, cutlery, straws etc) on sustainable wares approved by QVM only.

STALL FEES & LICENCING

Successful applicants will be offered a licence with Queen Victoria Market Pty Ltd.

To confirm your position at the Winter Night Market, a full season's payment will need to be made in advance which is not transferrable or refundable. For all payments we use a direct debit system, but we'll walk you through the process when the time comes.

QVM aims to provide an equal opportunity for all business to succeed. While we are unable to guarantee complete product exclusivity, we continue to search for a wide variety of products, traders and style to offer our customers the best shopping experience possible.

The exact terms and conditions of the licence will be set out in the licence document, a section of this will detail what we refer

to as 'permitted use' - this is to help reduce any similar products making their way into the Market.

The Market can be a tricky and busy environment to navigate at the best of times. During bump in and bump out, there's a lot going on so to ensure a safe workplace for all, all stallholders are required to attend an onsite induction and complete an online induction prior to the season. This covers all Operational Health & Safety issues that will make the Market a safer environment for you, your employees and Night Market patrons.

Should you in any way breach any section of the licence agreement or operational requirements, the Queen Victoria Market has the right to terminate the licence by giving 7 days written notice.

Category

Food and/or Beverage

Major Food Stalls	\$1,265.00	\$16,445.00
Food Carts	POA	POA
Beverage Stalls	POA	POA

Specialty Shopping

Full Season	From \$99.00	\$1287.00
Casual	From \$99.00	
Table Hire	\$11.00/table	

*all amounts are GST inclusive

THE APPLICATION PROCESS

Key Selection Criteria

The selection criteria we apply in the assessment of all applications for the Winter Night Market is summarised below:

- The types of merchandise, including the unusual and unique nature of the use, points of difference, compatibility with the theme of the Market (including the amount of on-site food preparation in the case of food stalls) and the Market's food and merchandise mix
- The stall set-up, including attention to aesthetics and any physical constraints
- The Applicant's retail and business experience
- Flexibility and ability to fit in with other stallholders and to work with Queen Victoria Market management
- Any other matter considered relevant to the application

The sequence of the above criteria does not imply any relative priority. Furthermore, these are not the only criteria upon which the assessment of applications is made.

The Queen Victoria Market will not be evaluating any application for the purpose of entering legal relations. A legal relationship will only be contemplated if and when the successful application signs a formal letter of acceptance prepared by the company. The company reserves the right to act as it sees fit after considering applications received. The decision of the selection panel is final and not open to appeal.

What Happens Next?

Applications close at midnight April 21st 2019. Due to the volume of applications we are unable to accept any applications after this date.

Should your application be successful, you will be shortlisted and asked for an interview with Queen Victoria Market.

First round offers will be made early May 2019 and we will endeavor to notify every applicant of the outcome as soon as possible.

If you are unsuccessful this year, we still encourage you to apply for future Queen Victoria Market Events.



APPLY ONLINE AT
QVM.COM.AU/BECOME-A-TRADER