



# **2019-2020 SUMMER NIGHT MARKET TRADER INFORMATION PACK**









# 2019-20 SUMMER NIGHT MARKET

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The 2018-19 Summer Night Market season attracted over 380,000 visitors, with an average of almost 23,000 people each night.

Melbourne's original Night Market is the place to meet every Wednesday night during Summer to feast on global street food, browse vintage fashion offers, experience emerging Melbourne designers and enjoy live performances from local and international acts.

Entering its 22nd season, the Night Market has been on Melbourne's Summer calendar since 1998.

The 2019/20 season is set to run every Wednesday night from 20 November 2019 – 11 March 2020 (excluding Christmas Day 25/12/19 and New Years Day 01/01/20 ) between 5pm-10pm over 15 weeks.

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.
- A dedicated 'Spirit Zone' area featuring massage therapists and tarot readers with complimentary body and beauty products; as well as a 'Book Nook' with local booksellers.
- Entertainment across two stages, roving performances and a variety of street performers showcasing the diverse local Melbourne talent.

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

# STALL INFORMATION

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## Stall Dimensions

Stall dimensions at the Summer 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

3m x 3m or 5m x 4.5m

## Food Stalls

5m x 4m or 6m x 3m

## Food Carts

To be negotiated

## What is provided with a stall?

### *Power*

The Market does have power restrictions, 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 \$10 per table per night + GST. 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.

While daylight savings provides enough light for outdoors, the Sheds can get dark in the later hours. In order to showcase your stall and products we encourage you to provide your own lighting.

## Food Vendors

Make sure you tell us if you 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 - whether you're trading at the Night Market or elsewhere, should be aware and ensure you 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](http://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 free & 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 and straws will no longer be permitted.

### *Consumables*

Food vendors are required to serve all consumables (plates, cutlery etc) on sustainable wares.

# STALL FEES & LICENCING

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

To confirm your position at the Summer 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.

Queen Vic Market 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 complete an 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	Nightly Fee	Season's Fee (15 weeks)
<b>Food</b>		
Take Away Food Vendors <small>*applications will not be accepted for casual food traders</small>	From \$1,235	From \$18,525
Non Alcoholic Drinks	POA	POA
<b>Specialty Shopping</b>		
Island Stalls - standard (3m x 3m)	\$88	\$1,320
Island Stalls - corner (3m x 3m)	\$110	\$1,650
L Shed Stalls & L Shed Laneway (5m x4.5m Approx Size)	\$200	\$3,000
Readers	\$110	\$1,650
Masseurs	\$110	\$1,650
Casual Stalls	POA	
Table Hire	\$11	

\*all amounts are GST inclusive

# THE APPLICATION PROCESS + TERMS AND CONDITIONS

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## Key Selection Criteria

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

- In order to maintain a favourable shopping experience for both traders and customers, we seek a variety of merchandise and food offerings.
- Stall presentation including visual merchandising, branding, quality of product, fixtures and fittings and staff uniforms (if any).
- Your retail, business and market experience.
- The Summer Night Market is a very busy environment with many moving parts. Patience and flexibility are two key attributes that are highly valuable when operating at the Summer Night Market.

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 9am Monday 9th September 2019. Due to the volume of applications unfortunately 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 October 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.

*For more information on the application, please visit [qvm.com.au](http://qvm.com.au) or email [qvm.events@qvm.com.au](mailto:qvm.events@qvm.com.au)*





APPLY ONLINE AT [QVM.COM.AU/  
BECOME-A-TRADER](https://qvm.com.au/become-a-trader)