

# VENUE HIRE INFORMATION PACK





# ABOUT THE MARKET

One of Melbourne's most iconic sites and most-visited tourist destinations, Queen Victoria Market is Australia's largest open-air marketplace and is home to over 500 traders who sell everything from artisan cheeses, organic wine, houseplants and more. The Market has been operating for more than 140 years, and has become a venue for a multitude of events, including Melbourne's original and favourite Summer Night Market, the incredibly popular Turkish Pazar and Taste of Portugal Festivals, and cornerstone events including Opera in the Market and Melbourne Food and Wine Festival.

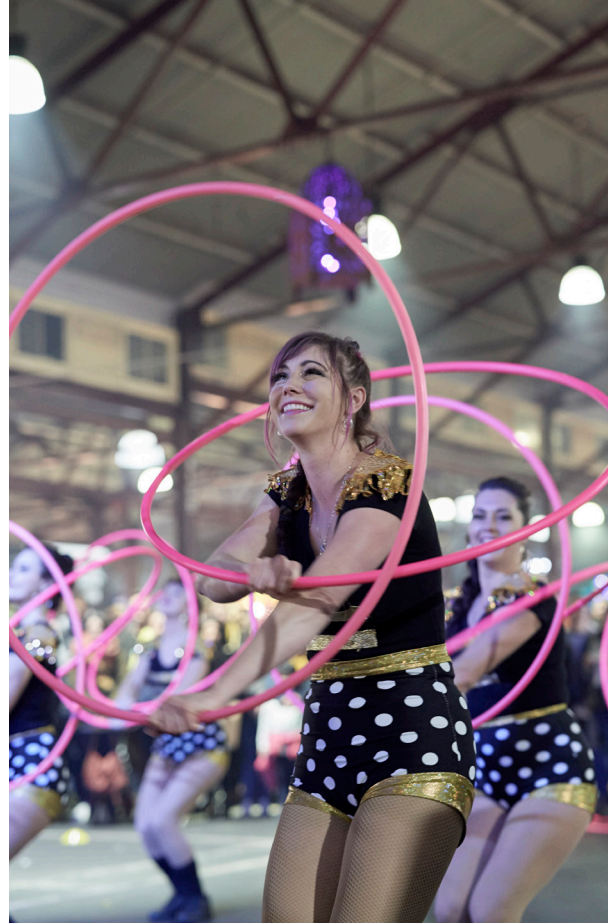
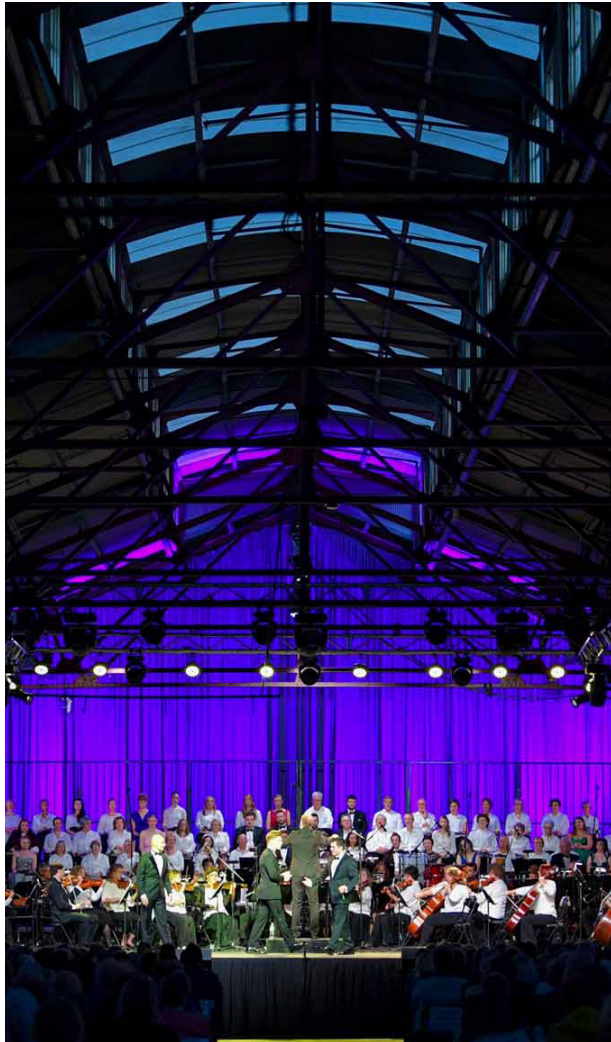
We offer special, heritage-listed spaces that can cater for weddings, night markets, cultural festivals, and everything in between. At Queen Victoria Market we aim to facilitate and celebrate Melbourne's diverse array of communities through the creation of lively events.

The following document outlines key information regarding available spaces at the Market, and we encourage you to contact a member of our team to discuss options suitable for your event's size, style and unique requirements.





# THE SHEDS



During a typical Market day, the historic sheds are home to hundreds of specialty stalls, selling everything from clothing, plants, locally-made art, gifts, beauty products, homewares and more. But as night falls, the traders make way for a spectacular (and enormous) open-air event space in the heart of the city!

The home of Opera in the Market, 2019's inaugural International Dumpling Festival and our celebrated Night Markets, this is the perfect, showstopping venue for big events.

## **FLOOR SPACE**

Range between 2,730m<sup>2</sup> to 3,340m<sup>2</sup>;  
smaller footprints available

## **CAPACITY**

10,000 cocktail, 3,000 banquet

## **VENUE HIRE FEE**

\$3,000

## **FACILITIES**

Power, car park access, cover, toilets,  
public transport access





# THE DAIRY PRODUCE HALL

One of Melbourne's most magnificent heritage sites, the Dairy Produce Hall has hosted everything from cheese festivals and extravagant fundraiser dinners to catwalk fashion shows and weddings.

Built in 1927, this indoor venue has retained its art deco features including marble countertops and original signage. A truly unique space for smaller events with a serious 'wow' factor.

## **FLOOR SPACE**

707m<sup>2</sup>

## **CAPACITY**

250 cocktail, 150 banquet

## **VENUE HIRE FEE**

\$2,000

## **FACILITIES**

Power, air conditioning, cover, toilets, public transport access



A versatile space located in the highly visible and accessible corner of Queen and Victoria Streets, the Food Court is a light-filled space that's perfect for smaller functions, exhibitions and cooking demonstrations.

**FLOOR SPACE**

657m<sup>2</sup>

**CAPACITY**

400 cocktail, 200 banquet

**VENUE HIRE FEE**

\$2,500

**FACILITIES**

Air conditioning, cover,  
public transport access,  
power, toilets





Queen Street is our key weekend event space and can cater for street festivals, pop-up markets and other public events. Located at the heart of the Market, this area is open and adaptable with plenty of room for marquee installations, a large amount of seating and space for a stage! The Market has long been a hub of multiculturalism in Melbourne, and Queen Street continues to be a favourite destination for cultural festivals throughout the year.

#### **FLOOR SPACE**

1,500m<sup>2</sup> to 2,500m<sup>2</sup> (approx.)

#### **CAPACITY**

10,000 pax maximum

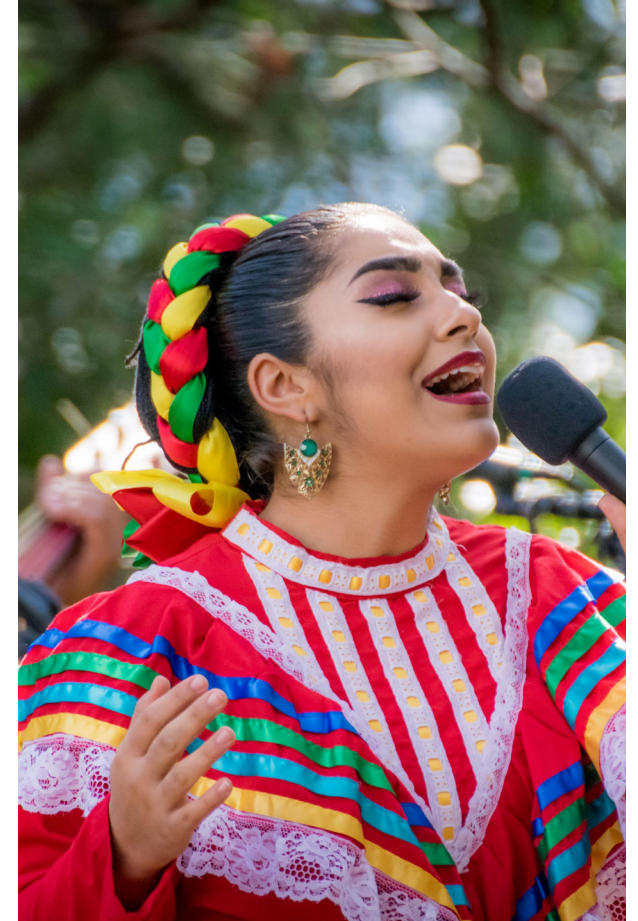
#### **VENUE HIRE FEE**

Price on application

#### **FACILITIES**

Power, toilets, car park access,  
public transport access

# QUEEN STREET







# VENUE SNAPSHOT

## THE SHEDS

### CAPACITY

10,000 cocktail  
3,000 banquet

### INDOOR/OUTDOOR

Outdoor (undercover)

### KEY FACILITIES:

Toilets, car park access,  
power

### PERFECT FOR

Night markets,  
festivals, corporate events

### VENUE HIRE FEE

\$3,000\*

## THE FOOD COURT

### CAPACITY

400 cocktail  
200 banquet

### INDOOR/OUTDOOR

Indoor

### KEY FACILITIES:

Toilets, air conditioning,  
power

### PERFECT FOR

Cooking demonstrations,  
exhibitions,  
smaller receptions

### VENUE HIRE FEE

\$2,500\*

## THE DAIRY PRODUCE HALL

### CAPACITY

250 cocktail  
150 banquet

### INDOOR/OUTDOOR

Indoor

### KEY FACILITIES:

Toilets, air conditioning,  
power

### PERFECT FOR

Weddings,  
small corporate functions,  
fundraisers

### VENUE HIRE FEE

\$2,000\*

## QUEEN STREET

### CAPACITY

10,000 pax maximum

### INDOOR/OUTDOOR

Outdoor (no cover)

### KEY FACILITIES:

Toilets, car park access,  
power

### PERFECT FOR

Street festivals,  
weekend events

### VENUE HIRE FEE

Price on application

### Terms and Conditions

- Venue hire fee is approximate. A customised quote will be provided upon application.
- Bond payment will be required before the event. Return of bond will be dependent on post-event site inspection.
- Insurance, liquor license, food safety handling and other statutory requirements are to be provided by the Hirer.
- Dates are not secure until minimum payment requirements are met.
- Cleaning and security costs are additional and Hirer must use Queen Victoria Market's cleaning and security staff.
- Any other related event costs are the responsibility of Hirer.
- Due to day market operations, times and days are restricted. Not all times and days are available for venue hire.





# EVENT TIMELINE

EXPRESSION OF INTEREST



CONSULTATION



ESTIMATE OF COSTS (QUOTE)



LICENCE/CONTRACT SENT TO  
EVENT ORGANISER



ORDER OF EVENTS



BUMP IN & BUMP OUT





# EVENT SUPPORT

The events team at Queen Victoria Market will guide you through the venue hire process. In addition to organising security and cleaning staff for your event, they can connect you with preferred suppliers who provide essential elements to any event. This includes:

- Catering
- Audio-visual services and technical staff
- Staging and lighting
- Electrical requirements
- Marquee hire
- Eco-friendly/sustainable products



A photograph of a musician in a dark t-shirt and cap playing a guitar on a street. The sun is low in the sky, creating a bright lens flare behind the musician. In the background, a large crowd of people is gathered, and there are red umbrellas with the 'PIMM'S' logo. The scene appears to be an outdoor festival or market.

# MARKETING SUPPORT

If you are planning a public event such as a cultural festival on Queen Street, our marketing team can assist with some promotional support through our marketing channels, including:

Instagram, Facebook, the Queen Victoria Market website, and e-newsletter.

To assist the with the promotion of your festival, pop-up market or other event you will need to provide a succinct event description (under 50 words) along with images and/or artwork.

Specifications for images/artwork (in line with the Market's style guide) will be outlined by the marketing team.





# SUSTAINABILITY AT THE MARKET

Queen Victoria Market is committed to reducing its environmental impact by reducing single-use plastics and replacing them with recyclable and compostable substitutes.

We ask that all events held within the Market adhere to our sustainability policies by not having plastic straws, cutlery, plates, bowls, cups, or single-use plastic bags.

Our preferred supplier of eco-friendly products is  
**Going Green Solutions**  
[goinggreensolutions.com.au](http://goinggreensolutions.com.au)

If you wish to learn more about sustainability at the Market, please find information on our website

—  
[QVM.COM.AU/SUSTAINABILITY](http://QVM.COM.AU/SUSTAINABILITY)





# WHERE TO NEXT?

Submit your Expression of Interest at  
**[qvm.com.au/permits](http://qvm.com.au/permits)**

If you have any questions about venue hire and  
how we can help you realise your event's full potential,  
contact the team at

**[qvm.events@qvm.com.au](mailto:qvm.events@qvm.com.au)**

To view all upcoming events at the Market, visit  
**[qvm.com.au/whats-on](http://qvm.com.au/whats-on)**