

VENUE HIRE INFORMATION PACK



ABOUT THE MARKET

One of Melbourne's most iconic sites, Queen Victoria Market is Australia's largest open-air marketplace.

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, specialty markets, cultural festivals, and everything in between.

The Market features unique open-air Sheds for large scale events and dining experiences alongside its unique art deco buildings for private functions to fashion catwalks.



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 2,730m² to 3,340m²;
smaller footprints available

CAPACITY

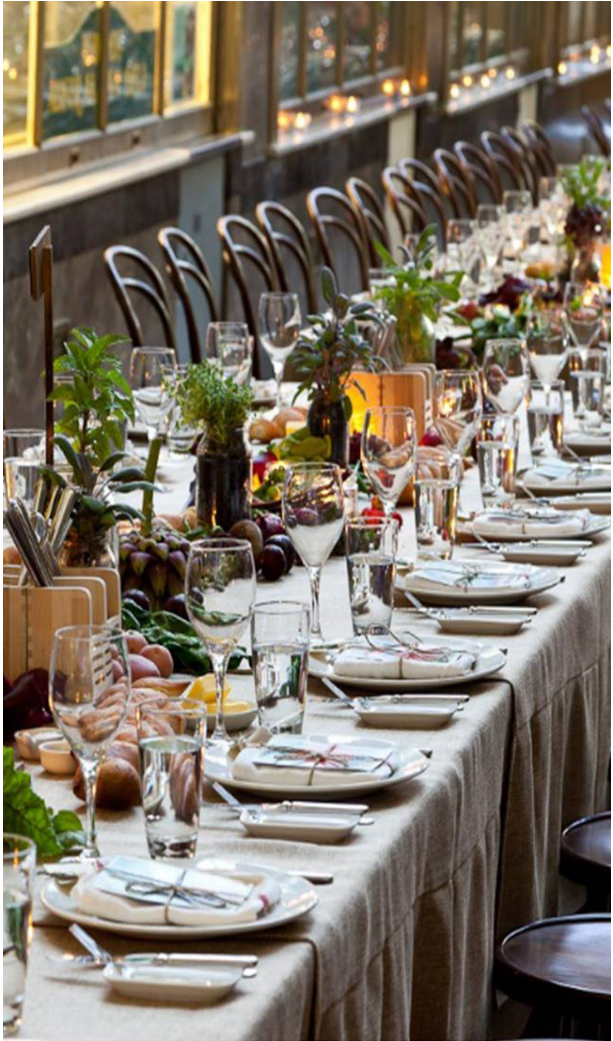
10,000 cocktail, 3,000 banquet

VENUE HIRE FEE

\$3,000

FACILITIES

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



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

707m²

CAPACITY

250 cocktail, 150 banquet

VENUE HIRE FEE

\$2,000

FACILITIES

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

THE DAIRY PRODUCE HALL

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

657m²

CAPACITY

400 cocktail, 200 banquet

VENUE HIRE FEE

\$2,500

FACILITIES

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



THE FOOD COURT



QUEEN STREET

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

1,500m² to 2,500m² (approx.)

CAPACITY

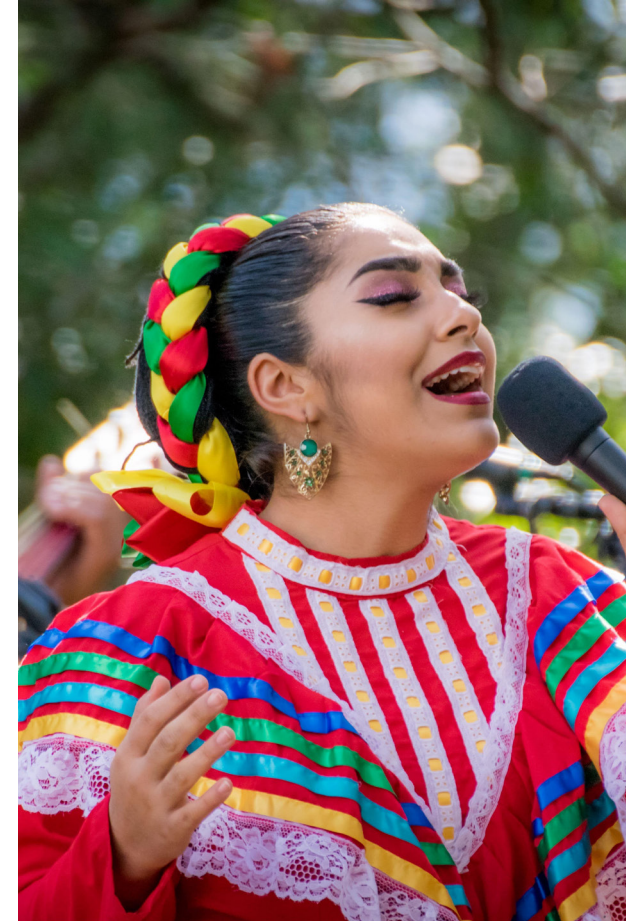
10,000 pax maximum

VENUE HIRE FEE

Price on application

FACILITIES

Power, toilets, car park access,
public transport access





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



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

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

—
QVM.COM.AU/SUSTAINABILITY



WHERE TO NEXT?

Submit your Expression of Interest at
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

To view all upcoming events at the Market, visit
qvm.com.au/whats-on