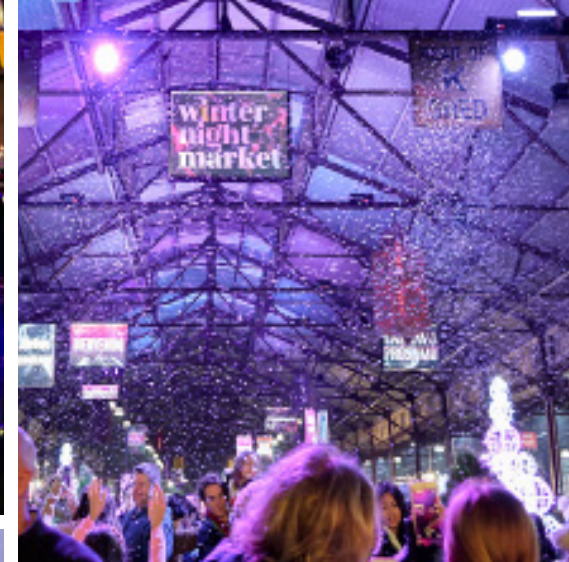




**WINTER NIGHT MARKET**  
**TRADER INFORMATION PACK**

**winter  
night  
market**



# 2022 WINTER NIGHT MARKET

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After a very difficult two years, we are excited to be bringing back the Winter Night Market to Queen Victoria Market in 2022 for a 14 week season from Wednesday 1 June to Wednesday 31 August.

The Winter Night Market brings together the best street food, great shopping and live music and culture under the famous Market sheds every week.

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

- Food vendors providing a wide range of freshly cooked street foods with a focus on multi-cultural cuisines.
- A wide range of Victorian & Australian alcoholic beverages (we are 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.

## COVIDSafe Plan

Queen Victoria Market will have their own CovidSafe Plan for the Winter Night Market, however all traders must have their own Safety Plan in action. Traders must carry a copy of their Safety Plan at all events should it be requested by an authorised officer of Health Services or DHS Victoria.

# STALL INFORMATION

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## 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

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](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 & 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 our preferred supplier. Plastic bags are not permitted at any Queen Victoria Market event.

### *Consumables*

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

# 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.

The 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 Winter Night 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 Winter 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*
<b>Food and/or Beverage</b>		
Major Food Stalls	From \$1,265	From \$17,710
Food Carts	POA	POA
Beverage Stalls	POA	POA
<b>Specialty Shopping</b>		
Full Season	From \$110	\$1,540
Casual	From \$110	
Table Hire	\$11/table	

\*Note that all amounts are GST inclusive

# THE APPLICATION PROCESS

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## 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 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 9am on Monday 11 April 2022. 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 to attend an interview with Queen Victoria Market.

First round offers will be made in early May 2022 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**