



EUROPA NIGHT MARKET TRADER INFORMATION PACK

QUEEN VIC MARKET

EUROPA NIGHT MARKET

Wednesday Nights,
21 September - 26 October

europanightmarket.com.au





2022 EUROPA NIGHT MARKET

Europa Night Market returns this Spring!

The season is set to run from 21 September until 26 October (6 nights), every Wednesday night from 5pm – 10pm.

Entertainment will be a large attraction with an amphitheatre in the centre-way with tables surrounding the space. Watch out for the light show reflecting off the disco balls which will become one of the many Instagrammable moments for visitors to share.

The European food offer will transport the customer to the ultimate European adventure.

Each week, various European regions, including the Mediterranean and the Iberian will showcase traditional food, costumes and rituals. We are excited to announce this year that one night will be dedicated to Oktoberfest celebrations.

The food vendors will showcase a wide range of street foods with a focus on multi-cultural cuisines, all prepared and cooked fresh on-site.

Weekly entertainment will run across one large stage, including music, dance and nightly light shows.

**Queen Victoria Market is now seeking expressions of interest for this iconic Melbourne event.
Applications close at 9am on Sunday 17 July 2022.**

Apply today at qvm.com.au/become-a-trader

STALL INFORMATION

Stall Dimensions

Stall dimensions at the Europa 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 4.5m or 6m x 3m

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. For this event we are looking for European themed and inspired merchandising, to tie in with the overall concept of the event.

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 Europa 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: 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

It takes a minimum of 100 years for a plastic bag to disintegrate. Help protect the environment by using paper, recycled or bags from QVM's preferred supplier.

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 Europa 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. To ensure a safe workplace, 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 Fee*
Food and/or Beverage		
Major Food Vendors	From \$1,210	From \$7,260
Minor Food Vendors (e.g. dessert)	From \$561	From \$3,366
Non Alcoholic Stalls	POA	POA
Specialty Shopping		
Island Stalls - standard (3m x 3m)	From \$110	\$660
Table Hire	\$11/table	

*Note that all amounts are GST inclusive

THE APPLICATION PROCESS

Key Selection Criteria

The selection criteria we apply in the assessment of all applications for the Europa 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.
- Europa 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 a Queen Victoria Market event.

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 Sunday 17 July 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 for an interview with Queen Victoria Market.

First round offers will be made in August 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.

For more information, please visit qvm.com.au or email qvm.events@qvm.com.au

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