



2023-24
SUMMER NIGHT MARKET
TRADER INFORMATION PACK





2023-24 SUMMER NIGHT MARKET

This season the Summer Night Market will be keeping things fresh with a cool summer vibe, bars serving refreshing drinks for those warm summer nights, and a shopping and food offer to match.

Now entering its 26th season, the Summer Night Market has been an icon on Melbourne's summer events calendar since 1998.

Visitors will once again be invited to feast on the best street food Victoria has to offer, enjoy great shopping, plus fabulous local entertainment and live music under the famous market sheds.

The Summer Night Market will run over sixteen Wednesday nights from 22 November 2023 until 13 March 2024 (excluding 27 December) between 5pm-10pm.

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

- Food vendors;
- Victorian and Australian-made products; and
- Local fashion and artisan stalls.

COVIDSafe Plan: QVM has its own CovidSafe Plan and it will be subject to approval with conditions stipulated by State Government authorities.

All traders must have their own Safety Plan and may have additional conditions specific to this event.

STALL INFORMATION

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 Trucks

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 \$12 per table per night. 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 Summer 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 & 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 are not permitted at any Queen Vic Market event.

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 businesses 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 Summer 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 (16 weeks)
Food		
Take Away Food Vendors <small>*applications will not be accepted for casual food traders</small>	From \$1,430	From \$22,880
Non Alcoholic Drinks	POA	POA
Specialty Shopping		
Island Stalls - standard (3m x 3m)	\$110	\$1,760
Island Stalls - corner (3m x 3m)	\$121	\$1936
L Shed Stalls & L Shed Laneway (5m x4.5m Approx Size)	\$220	\$3520
Readers	From \$121	From \$1936
Masseurs	From \$121	From \$1936
Casual Stalls	POA	
Table Hire	\$12/table	

*Please note that all figures are GST inclusive

THE APPLICATION PROCESS

Key Selection Criteria

The selection criteria we apply in the assessment of all applications for the Summer 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 this 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 4 September 2023.

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 in mid-October 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 process, please visit qvm.com.au or email qvm.events@qvm.com.au



LIVE
MUSIC

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