

# winter night market

Wednesday June 4 - Wednesday August 27

**Trader information Pack 2025**







# 2025 WINTER NIGHT MARKET

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We are excited to be bringing back the Winter Night Market to Queen Victoria Market in 2025, for a 13-week season from Wednesday 04 June to Wednesday 27 August.

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.
- PopUp Bars (we are a fully licensed venue).
- Specialty stalls offering a diverse product mix with an emphasis on innovative, handmade and locally designed pieces.
- Live entertainment with roving artists and performers.

## STALL INFORMATION

### 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. 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 (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

All hospitality traders will be required to operate with a POS system that can provide an "End of Day Report" and "X-reads" during trade for proof of all sales including cash and EFTPOS transactions.

Make sure you tell us if you require cool rooms during your application. This will allow us to plan and allocate adequate space.

Unfortunately, cool rooms operating off generators or engines will not be permitted.

**Please note this will incur additional charges.**

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. 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.

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.

Specialty Shopping	Nightly Fee*	Season fee
Full season	From \$140.80	\$1,830.40
Casual	From \$140.80	
Table hire	\$12/table	

\* Inclusive of electrical and waste management fee (\$3.49)

\*Inclusive of GST

Hospitality Category	Site Fee (per night)	Inclusions (per night)
Food Carts//Coffee cart	Minimum site fee of \$200.00 or 18% ex. GST of total gross revenue per night market, whichever is the greater.	Allocated undercover site at Winter Night Market. Note electricity and waste management costs are an additional \$15.02 Excl GST
Food Stall 6mx3m or Food Truck outdoor	Minimum site fee of \$485.00 or 18% ex. GST of total gross revenue per night market, whichever is the greater.	Allocated outdoor site at Winter Night Market. Note electricity and waste management costs are an additional \$31.40 Excl GST
Beverage Stalls/ dessert Stalls 3x3	Minimum site fee of \$606.00 or 18% ex. GST of total gross revenue per night market, whichever is the greater.	Allocated undercover site at Winter Night Market. Note electricity and waste management costs are an additional \$31.40 Excl GST
Food Trucks	Minimum site fee of \$581.00 or 18% ex. GST of total gross revenue per night market, whichever is the greater.	Allocated undercover site at Winter Night Market. Note electricity and waste management costs are an additional \$31.40 Excl GST
Food Stall 5mx4m	Minimum site fee of \$1337.00 or 18% ex. GST of total gross revenue per night market, whichever is the greater.	Allocated undercover site at Winter Night Market. Note electricity and waste management costs are an additional \$31.40 Excl GST
Food Stall 3mx3m- prepackaged food e.g. lollies, nuts & choc.	Minimum site fee of \$185.00 or 18% ex. GST of total gross revenue per night market, whichever is the greater.	Allocated undercover site at Winter Night Market. Note electricity and waste management costs are an additional \$15.02 Excl GST
Cool Rooms		Allocated parking for mobile cool rooms in BOH area with access to electricity will incur and additional fee of \$14.55 Excl GST

## 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 categories of merchandise, considering their distinctive uses, points of differentiation, alignment with the Market's winter theme (including the extent of on-site food preparation for food stalls), and the overall blend of food and merchandise within the Market.
- 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 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 31st March 2025.**

Queen Victoria Market will not 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 2025 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.

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APPLY ONLINE AT

[QVM.COM.AU/BECOME-A-TRADER](http://QVM.COM.AU/BECOME-A-TRADER)