



FRINGE

NIGHT MARKET

QUEEN
VICTORIA
MARKET

SEPTEMBER 17 –
OCTOBER 15

WEDNESDAYS
5PM-10PM

WITH

MELBOURNE
FRINGE



thenightmarket.com.au

TRADER INFORMATION PACK 2025



FR — INGE
NIGHT MARKET



Queen Victoria Market & Melbourne Fringe: A Partnership with Impact

Queen Victoria Market's long-standing relationship & partnership with the Melbourne Fringe Festival highlights the powerful connection between iconic local heritage and vibrant cultural expression.

Melbourne Fringe Festival has been engaged to curate the entertainment offer for the Spring Night Market Series. This will see the night market as a hero event of the Melbourne Fringe Festival.

Their entertainment offer will provide colour, movement and sound to awaken the senses!

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

Food traders will showcase a wide range of street food with a focus on multicultural cuisines, all prepared and cooked fresh onsite.

Queen Victoria Market is now seeking expressions of interest for this iconic Melbourne Event.

The Fringe Flavours Night Market will span over a 5-week season on Wednesday nights (5pm – 10pm):

Dates:

17 September

24 September

01 October

08 October

15 October



FRINGE NIGHT MARKET



STALL DETAILS

Stall Dimensions

Stall dimensions at the Fringe Flavours 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, 3m x 3m

or 6m 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

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

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

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 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.



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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 Night Market.

Specialty Shopping	Nightly Fee*	Season Fee
Full Season	From \$146.50	\$732.50
Casual	From \$146.50	
Table Hire	\$12/table	

NB: Power usage & waste management fee for Specialty stallholders of \$3.49 per night (including GST) are inclusive of the above fees.

Hospitality Category	Site Fee	Inclusions (per night)
Food Carts/Coffee car	Minimum site fee of \$214.00 or 18% ex. GST of total gross revenue per night market, whichever is the greater.	Allocated undercover site at the Night Market. Site fee included electricity and waste management costs of \$15.02 Excl GST
Food truck/trailer outdoor	Minimum site fee of \$575.00 or 18% ex. GST of total gross revenue per night market, whichever is the greater.	Allocated outdoor site at the Night Market. Site fee included electricity and waste management costs of \$31.40 Excl GST
Beverage stalls/dessert stalls 3m x 3m	Minimum site fee of \$637.00 or 18% ex. GST of total gross revenue per night market, whichever is the greater.	Allocated undercover site at the Night Market. Site fee included electricity and waste management costs of \$31.40 Excl GST
Food Stall 5m x 4m or 6m x 3m	Minimum site fee of \$1306.00 or 18% ex. GST of total gross revenue per night market, whichever is the greater.	Allocated undercover site at the Night Market. Site fee included electricity and waste management costs of \$31.40 Excl GST
Food Stall 3m x 3m – prepackaged food e.g lollies, nuts & choc	Minimum site fee of \$214.00 or 18% ex. GST of total gross revenue per night market, whichever is the greater.	Allocated undercover site at the Night Market. Site fee included electricity and waste management costs of \$31.40 Excl GST
Cool Rooms		Allocated parking for mobile cool rooms in BOH area with access to electricity will incur an additional fee of \$14.55 Excl GST



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APPLICATION PROCESS

Key Selection Criteria

The selection criteria we apply in the assessment of all applications for the Fringe Flavours Night Market is summarised below:

- The categories of merchandise, considering their distinctive uses, points of differentiation, alignment with the Night Market's 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. 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 7th July 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 mid August 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.

A hand in a red glove holds a gold jewelry box filled with pearls. The background is a soft, pink sky with fluffy clouds. The text 'FRINGE' is overlaid in large white letters, with the 'F' and 'I' partially obscured by the hand and jewelry.

FRINGE

NIGHT MARKET

APPLY NOW AT

[QVM.COM.AU/BECOME-A-TRADER](https://qvm.com.au/become-a-trader)