



QUEEN
VICTORIA
MARKET

CHRISTMAS NIGHT MARKET

— PART OF THE *Summer* SERIES —

WEDNESDAYS
25 NOVEMBER –
16 DECEMBER

5PM — 10PM



thenightmarket.com.au

Trader information Pack



WEDNESDAYS
25 NOVEMBER –
16 DECEMBER
5PM — 10PM



Stop by for a bite or stay for the evening as you browse unique gifts from local traders, indulge in delicious food and festive drinks, and enjoy live entertainment in a magical Christmas setting. Whether you're crossing off your Christmas shopping list or simply embracing the holiday spirit, there's no better place to settle into the festive season.



WEDNESDAYS
**25 NOVEMBER –
16 DECEMBER**
5PM — 10PM

Dates:

- Wednesday 25 November – 16 December 2026.

Number of trading nights:

- 4 nights

Time:

- 5:00pm – 10:00pm

Offer to include:

- Discover an exciting selection of freshly prepared food from Melbourne's favourite vendors, celebrating multicultural cuisines, seasonal produce and a vibrant Christmas atmosphere of Queen Victoria Market.
- Christmas Themed Beverages (alcoholic and non-alcoholic).
- Unique Christmas gifts from local makers, artisan traders and independent designers—filled with handmade treasures and festive finds for everyone on your list.
- Main stage featuring live entertainment, complimented with roving artists and performers.
- Free sustainable Christmas gift wrapping.



WEDNESDAYS
25 NOVEMBER –
16 DECEMBER
5PM — 10PM

Stall Dimensions

Stall dimensions at the Christmas 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/Trucks

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" known as "Z Reads" 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.



WEDNESDAYS
25 NOVEMBER –
16 DECEMBER
5PM — 10PM

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 Christmas Night Market.

Specialty Shopping Stalls	Site Fee (p/night)	Season Fee
Full Season	From \$146.63	\$586.52
Stall (Casual)	From \$146.63	
Table Hire	\$12/table	
*Please note that all figures are GST inclusive		

Hospitality Category	Site Fee (per night)	Inclusions (per night)
Food Carts/Coffee cart	Minimum site fee of \$265.00 incl. GST or 18% incl. GST of total gross revenue per night market, whichever is the greater.	Allocated undercover site at Christmas Night Market. Note electricity and waste management costs are an additional \$17.18 incl GST
Food Truck/trailer outdoor	Minimum site fee of \$630.00 incl. GST or 18% incl. GST of total gross revenue per night market, whichever is the greater.	Allocated outdoor site at Christmas Night Market. Note electricity and waste management costs are an additional \$35.92 incl GST
Beverage Stalls/ dessert Stalls 3x3	Minimum site fee of \$741.00 incl. GST or 18% incl. GST of total gross revenue per night market, whichever is the greater.	Allocated undercover site at Christmas Night Market. Note electricity and waste management costs are an additional \$35.92 incl GST
Food Stall 5m x 4m	Minimum site fee of \$1485.00 incl. GST or 18% incl. GST of total gross revenue per night market, whichever is the greater.	Allocated undercover site at Christmas Night Market. Note electricity and waste management costs are an additional \$35.92 incl GST
Food Stall 3mx3m- prepackaged food e.g. lollies, nuts & choc.	Minimum site fee of \$265.00 incl. GST or 18% incl. GST of total gross revenue per night market, whichever is the greater.	Allocated undercover site at Christmas Night Market. Site fees includes electricity and waste management costs of \$17.18 incl GST
Cool Rooms		Allocated parking for mobile cool rooms in BOH area with access to electricity will incur and additional fee of \$16.02 incl GST

* Power usage & waste management fee for Specialty stall holders will incur an additional cost of \$3.63 including GST per trading date.



WEDNESDAYS
**25 NOVEMBER –
 16 DECEMBER**
 5PM — 10PM

Key Selection Criteria

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

- Describe your product range and list the items you intend to sell. Please also explain about your stall and products will incorporate a Christmas theme.
- The categories of merchandise, considering their distinctive uses, points of differentiation, alignment with the Market's Christmas 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 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 Thursday 3rd September 2026. 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 late September 2026 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.



QUEEN
VICTORIA
MARKET

CHRISTMAS NIGHT MARKET

— PART OF THE *Summer* SERIES —

WEDNESDAYS
25 NOVEMBER –
16 DECEMBER

5PM — 10PM



thenightmarket.com.au

APPLY NOW:
BECOME A TRADER