

The logo features a vibrant, abstract background with warm colors like orange, yellow, and red. A large, stylized sun with rays is at the top. Below it, the word 'Summer' is written in a large, white, cursive font. Underneath 'Summer', the words 'NIGHT MARKET' are written in a smaller, white, sans-serif font. To the left, a black rectangular box contains the text 'QUEEN VICTORIA MARKET' in white, sans-serif font. At the bottom left, there are stylized illustrations of a rainbow, a slice of citrus fruit, and a surfboard. To the right of the surfboard is a glass of orange juice with a straw. In the top right corner, there are three stylized yellow clouds. The overall design is bright and summery.

QUEEN
VICTORIA
MARKET

Summer
NIGHT MARKET

JAN 6 –
– MAR 10

WEDNESDAYS
5PM — 10PM

 thenightmarket.com.au

Trader information Pack

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FAST FACTS

Dates:

- Wednesday 6 January 2027 – 10 March 2027

Number of trading nights:

- 10 nights

Time:

- 5:00pm – 10:00pm

Offer to include:

- Food vendors providing a wide range of freshly cooked street foods with a focus on multi-cultural cuisines.
- Pop Up Bars (we are a fully licensed venue).
- Designer fashion and artisan stalls offering a diverse product mix with an emphasis on innovative, handmade and locally designed pieces.
- Main stage featuring live entertainment, complimented with roving artists and performers.

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

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" 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

The Summer Night Market will be single-use free. A reusables provider will be providing vendors with plates, bowls, cups and containers for all food and drink service. This is to reduce the negative environmental impact created by single-use packaging waste generated at the Night Market and similar events across Melbourne.

The reusables provider will support all Summer Night Market traders in ensuring that the appropriate size and quantity of cups and food containers are available for use.

For this season, single-use cups and containers will not be allowed for service, except for Bamboo Cutlery, Bamboo Skewers and Paper Napkins. Traders will have the opportunity to contact and work with the reusables provider ahead of time to ensure all needs are met.

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 Summer Night Market.

Specialty Shopping	Site Fee (p/night)	Season Fee
Island Stalls - standard (3m x 3m)	From \$146.63	\$1466.30
Island Stalls - corner (3m x 3m)	From \$155.00	\$1550.00
L Shed Stalls & L Shed Laneway (5m x4.5m Approx Size)	From \$250.00	\$2500.00
Readers	From \$155	\$1550.00
Masseurs	From \$155	\$1550.00
Casual Stalls	From 146.63	
Table Hire	\$12/table	
*Please note that all figures are GST inclusive		

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

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 Summer Night Market. Note electricity and waste management costs are an additional \$17.18 incl GST
Food Stall 6mx3m or Food Truck 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 Summer 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 Summer Night Market. Note electricity and waste management costs are an additional \$35.92 incl GST
Food Stall 5mx4m or 6m x 3m	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 Summer 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 Summer Night Market. Note electricity and waste management costs are an additional \$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

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 categories of merchandise, considering their distinctive uses, points of differentiation, alignment with the Market's Summer 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 Monday 5th October 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 October 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.

The logo features a vibrant, stylized background with a large yellow sun, a rainbow, a slice of orange, a surfboard, and a cocktail glass. The text 'QUEEN VICTORIA MARKET' is in a black box on the left. The word 'Summer' is in a large, white, cursive font with a sunburst above it. 'NIGHT MARKET' is in a white, sans-serif font below 'Summer'. The dates and times are on the right, and the website is in a yellow box at the bottom right.

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