DANDENONG

MARKET

Fresh & Vibrant Since 1866

EXPRESSION OF INTEREST

Stalls and Shops

CONTACT US

Dandenong Market Pty Ltd

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ABOUT TRADING AT DANDENONG MARKET

INTRODUCTION

Opened in 1866, Dandenong Market is Melbourne's second oldest and second largest market. Originally, a livestock market, today we are best known for our abundance of fresh produce, nuts, spices and unusual or hard-to-source ingredients.

A further 120 stalls selling an array of general goods such as clothing and accessories, collectibles, live plants and fresh flowers are also on offer; making the Market a drawcard for shoppers across Melbourne's south east.

The Market is situated in the heart of Dandenong, Melbourne's most ethnically diverse community and the gateway to Gippsland and the Mornington Peninsula.

We are particularly interested in speaking with retailers that offer quality, value-for-money products that appeals to our diverse community and build upon the Market's reputation as a shopping destination. We are also interested in applicants who are able to offer new and interesting uses not currently available at the Market.

Suitable uses could include;

- Locally grown fresh produce
- Locally manufactured packaged foods
- Authentic street foods from around the World
- Locally designed and/or produced fashion and accessories
- Toys, games, crafts and hobbies
- Quality cookware, kitchenware, manchester and homewares
- Quality handmade art and handcrafted goods
- Retail services.

WHY DANDENONG MARKET?

Dandenong Market offers small and start-up businesses low start-up fees with flexible licensing arrangements.

Choose from open stalls with minimal start-up capital offering casual, monthly or yearly licenses, to longer term leases with traditional shop fronts that still enjoy the benefits market trading offers.

The Market attracts around 5 million shoppers each year. As well as enjoying strong passing traffic, the direct customer contact the market offers is a great way for retailers to test products and consumer acceptance.

Other retailer support programs include:

- Opportunities to participate in regular promotional activities that showcase individual traders businesses.
- Access to point of sale and other marketing collateral.
- Access to grants and business support programs through the City of Greater Dandenong.
- Other leasing / licensing incentives are also available subject to negotiation.

STALL FEES

Casual fees (including gst)

Tuesday	Fresh produce/packaged food	$60.50
	General goods	$60.50
	Ready-to-eat foods	$110.00
Friday	Fresh produce/packaged food	$60.50
	General goods	$60.50
	Ready-to-eat foods	$110.00
Saturday	Fresh produce/packaged food	$66.00
	General goods	$66.00
	Ready-to-eat foods	$110.00
Sunday	Fresh produce/packaged food	$44.00
	General goods	$44.00
	Ready-to-eat foods	$110.00

Other fees

Traders are required to pay license fees and other charges by Direct Debit.

Stall fees for licenses other than casual stalls vary depending upon the use, stall size and location. The licensee is required to pay the prescribed fee monthly in advance.

With the exception of casual traders, who must pay prior to each day's trading, Traders must provide a bank guarantee or equivalent prior to commencing trade.

DOCUMENTATION

Successful applicant will enter into a licence with Dandenong Market Pty Ltd (DMPL). The terms of the licence will be discussed with you at interview and are summarised as follows:

- The Licensee may only sell goods listed in their licence as their permitted use. You are not permitted to vary your range without the DMPL's prior approval.
- There is no product exclusivity.
- The Licensee must trade during all the hours the Market is open.
- Licensee must comply with the Market Rules.
- There is no leave of absence granted under fixed term License.
- Traders must comply with the set-up requirements. A full set of these will be made available to you should your application be successful.

WHAT'S INCLUDED?

Casual stall fees also include:

- public liability insurance;
- trestle table hire;
- electricity (subject to availability); and
- all stalls are under cover

Parking is not included in your fee but is available for an additional $2.30 per day.

TRADING & ACCESS HOURS

Trading hours are as follows:

Tuesday	7am (GM 8am) to 4pm
Friday	7am (GM 8am) to 4pm
Saturday	7am (GM 8am) to 4pm
Sunday	10am to 3.00 pm

Trader access is limited to 4am to 6pm on Market days. Access to the site for restocking of stalls is also available during certain hours on non-market days.

KEY SELECTION CRITERIA

The selection criteria used to assess your application are summarised below:-

- the proposed use including compatibility with the Market's desired mix
- stall appearance
- the applicant's retail and business experience, relevant qualifications and financial situation
- the Market Rules and the physical constraints of the Market
- alignment with the Market's strategic goals and business principles
- your Australian residency status
- ability to fit in with other trader and to work with the market management, and
- any other matter considered relevant to the application.

The sequence of the above criteria does not imply any relative priority or weighting. Furthermore the above criteria are not to be interpreted as the sole criteria upon which applications are assessed.

APPLICATION REQUIREMENTS

Applications must be made on the attached application form.

All relevant documentation or concept outlines to be considered as part of this application should be attached to this form at the time of lodgement.

The application must be accompanied by photo identification such as a passport or driver's licence. Applications without such identification may be rejected.

Each applicant will bear the total cost of making an application.

Whilst an attempt has been made to ensure that information contained in this document is accurate at publication (May 2015), we do not accept any responsibility or liability for the accuracy of information contained in this document. You should verify all information by making the necessary enquiries at the time of application.

We will not be evaluating any application for the purpose of entering legal relations. Legal relations will only be contemplated if and when the successful applicant signs a Trader Licence.

We reserves the right to act as it sees fit after considering applications received.

LODGING YOUR APPLICATION

Applications can be:

- mailed to Dandenong Market Pty Ltd, P.O. Box 7022, Dandenong,
- emailed to info@dandenongmarket.com.au; or
- hand delivered to the Dandenong Market Office corner Clow and Cleeland Street, Dandenong.

WHAT HAPPENS NEXT

- Completing this application fully will help us determine whether you will be offered an interview. Photographs and other information about your merchandise will assist;
- Short-listed applicants must attend an interview and bring stock samples;
- Assessment of your application will take upto one month from the date lodged;
- All applicants will be notified in writing of the outcome of their application;
    - DMPL's decision is not open to appeal.

For more information contact Dandenong Market Office by telephoning 03 9701 3850 or email info@dandenongmarket.com.au

EXPRESSION OF INTEREST

DANDENONG MARKET STALLS

APPLICANT'S DETAILS

First Name		Last Name	
Address			
Suburb		Postcode	
Telephone	(BH)	(AH)	
	(Mobile)	Email	
	Website	Facebook	

APPLYING FOR:

License Type:

Casual ☐

Monthly ☐

Yearly ☐

Cart ☐

Please tick one

Type of Goods:

General Goods ☐

Fresh Produce ☐

Packaged Food ☐

Ready to Eat Food ☐

Please tick one

PROPOSED CONCEPT

Briefly outline your concept:

_____

_____

_____

_____

_____

_____

Please provide an itemised listing of your product range or menu in the case of ready to eat food (You MUST include photographs of merchandise to be sold):

What is your unique selling point?

Why do you believe your product is suited to the Dandenong Market?

Where do you source your product (raw ingredients in the case of ready to eat food)?

Please note that if your product is not locally produced you may be asked to provide evidence that your goods have been produced using fair-trade principles and are child labour and human trafficking free.

Who are your competitors and what are the main points of difference that you will offer? (you should consider competitors both internal and external to Dandenong Market)

Who is your target audience?

What is your merchandising theme/display method? (Include photographs of similar stalls that you have operated at other Markets, if available or include a sketch of how you plan to set the stall up)

_____

_____

_____

_____

Briefly describe your marketing plan (other than relying on passing trade or word of mouth, how do you plan to get information about your product to your customer?):

_____

_____

_____

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_____

EXPERIENCE & QUALIFICATIONS

Please provide details of previous retail business owned by you or retail experience (in each instance please provide dates). Include any relevant details such as qualification or awards.

_____

_____

_____

_____

_____

REFERENCES:
(please provide details of two referees)

Name:	_____	Name:	_____
Address:	_____	Address:	_____
	_____		_____
Phone:	_____	Phone:	_____
Company:	_____	Company:	_____
Position:	_____	Position:	_____

ADDITIONAL QUESTIONS FOR READY TO EAT FOOD OPERATORS

How will your food be prepared and cooked? (please include detail of your electrical / gas requirements)

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_____

_____

_____

_____

How will your food be served? (eg: noodle boxes, paper cones) Please note we are looking for creative serving ideas that embrace the street food theme. Note also that compostable and environmentally friendly packaging is preferred.

_____

_____

_____

How will your staff be dressed? (ie: what uniform will they wear – include photographs if possible

_____

_____

_____

COLLECTION AND USE OF PERSONAL INFORMATION

Dandenong Market Pty Ltd has a privacy policy in relation to the collection and use of your personal information. A copy of our privacy policy is available by contacting our office on 9701 3850.

Dandenong Market Pty Ltd is collecting the information on this form submitted by you for the purpose of accessing your application for stalls at the Dandenong Market and if accepted, administering your licence in the future. The information may also be disclosed to provide references for you for other landlords or their agents in relation to any future tenancy you may apply for and to Dandenong Market Pty Ltd's legal advisers for purposes associated with your licence. Part of this information, that is your name, business name, telephone number and other business contact details and stalls location, may also be disclosed to members of the public for the purpose of promoting the Market and its activities. Apart from these limited circumstances the information collected on this form will not be disclosed to any individual or organisation without your consent or unless the disclosure is required by law.

If you would like to request access to any of the information collected on this form then you may contact our office.

Where you have provided us with personal information relating to other individuals, such as reference contact information, we encourage you to inform those individuals that you have disclosed this information to Dandenong Market Pty Ltd and why, that they can request access to that information if they wish and that Dandenong Market Pty Ltd will not disclose that information to third parties.

CHECKLIST

Information you should include with your application:

- Copy of any relevant qualifications you hold;
- Any licensing agreements in relation to product trade marks;
- Copy of your current Passport or other suitable photo identification;
- Copy of you FSS qualifications (in the case of food products);
- Copy of your Streatrader registration in the case of ready to eat foods (see streatrader.health.vic.gov.au);
- Residency visa documentation (if applicable);
- Photographs of your stall set-up at other markets / festivals;
- Photographs of the merchandise you intend selling or each of your dishes in the case of ready to eat foods. (note photographs will not be returned)

I confirm that:

(i) I have read this form and acknowledge the collection and use of my personal information as outlined above in this form;

(ii) I am a permanent Australian resident;

(iii) I am not currently an insolvent or a bankrupt pursuant to Bankruptcy Act 1966;

(iv) to the best of my knowledge the information contained in the Expression of Interest and accompanying documentation is true and correct in every particular at the time of making application

Applicant's Signature: _____

Date: __ / __ /__

Note: unsigned applications or applications without photo identification or supporting documentation may not be considered.