



D A N D E N O N G
• MARKET •

Fresh & Vibrant Since 1866

Full Moon Festival
Expression of
Interest

Brief and Background

1. INTRODUCTION

Dandenong Market's Full Moon Festival is an annual celebration of the Mid-Autumn Festival.

Held for the past three years, Dandenong Market's Full Moon Festival is an outdoor food festival celebrating Asian food and culture. Known for delicious, authentic street food, the pop-up event area of Dandenong Market comes alive with the sumptuous flavours of the far East. Visitors can also feast their ears and eyes on live entertainment including performances from hip hop and martial arts groups, the awe-inspiring lion dance, traditional dance and traditional performances, plus children's activities.

Growing in popularity each year, Dandenong Market's Full Moon Festival has seen consistent and steady growth in visitation:

Full Moon Festival 2014: 18,291 visitors.

Full Moon Festival 2015: 22,445 visitors.

Full Moon Festival 2016: 25,750 visitors.

Full Moon Festival 2017: 31,526 visitors

Dandenong Market's 2018 event is expected to attract over 33,000 visitors.

Dandenong Market's Full Moon Festival is a free community event, suitable for all ages.

2. MARKETING AND PROMOTION

Radio advertisements have been booked to air on the following radio stations:

- 3FOX FM Melbourne
- 3AW

Printed advertisements have been booked to appear in the following publications:

- Melbourne Asian News
- Greater Dandenong Leader
- Dandenong Journal
- Inclusion in official City of Greater Dandenong collateral including monthly publication The City magazine (54,000 distribution).

Digital advertisements confirmed for:

- Programmatic display digital advertising campaign.
- Facebook event advertising campaign.
- Listings in all major 'what's on' / event listing sites.
- Dedicated event page on dandenongmarket.com.au
- 20+ posts planned for Dandenong Market social media channels.
- Display on the City of Greater Dandenong's 'Big Screen' in Harmony Square.

Event details promoted in all market assets

- Printed posters displayed in 50 sites throughout Dandenong Market.

- Digital display posters positioned in 10 key locations throughout the market.

Media release and public relations push to key media.

4. STALLHOLDER LICENCE

Successful applicants will be offered a Licence for the day's trading. The exact terms and conditions of the licence will be set out in the Licence document. However, the following are the main requirements of the licence:

- The applicant must pay fees in full in advance of the event;
- The applicant must sell only goods listed in their permitted use;
- Whilst DMPL aims to provide a range of different uses, no product exclusivity will be granted;
- The applicant must maintain the highest possible standards of presentation, service, quality and food safety;
- The proposed licence is not assignable or otherwise transferable;
- DMPL holds a group public liability cover on behalf of all traders. Successful applicants will be covered by this policy;
- All traders will be required to complete a site induction session prior to the event. Failure to complete will result in withdrawal of the offer of licence;
- Menus are to be limited to 4 food lines only.
- Dandenong Market maintains high levels of site Occupational Health and Safety. It is the responsibility of the trader to operate their stall in a safe manner and to fully implement any regulatory requirements to achieve this;
- The licence may be terminated by DMPL without notice for any breach of the licence, the Merchandise Guidelines or Operational Requirements or in the event that DMPL considers that it would be dangerous for the event to continue.

5. TRADING DATES AND TIMES

Sunday 23 September 2018 between 10.00am and 4.00pm.

6. STALL FEES

Food Stall: \$250 plus GST payable in advance. You will be provided with 1 X 10 amp power outlet (normal household supply to a single power point). Additional power can be offered upon applicant's request at an additional charge.

Please note traders will not be provided with Marquees.

Food Van: \$250 plus GST

Food/Market Cart: \$70 plus GST

7. STALL SIZE AND SETUP

Stalls must be capable of operating from a 3 x 3 metre marquee. If you require additional space please advice and arrangements will be made. Please not that further charges will apply.

Traders must comply with the Operational Requirements of the Market and the direction of DMPL staff.

Limited electrical power is available to all stalls. The applicant will need to advise Dandenong Market of their electrical requirements. Traders will need to provide their own extension leads and power boards. There is no provision of power for artificial lighting. All electrical equipment must be tested and tagged by a suitably qualified person before being brought to the Market.

Preference may be given to applicants who operate with gas appliances.

Additional Information

8. KEY SELECTION CRITERIA

The selection criteria, which will be considered in the assessment of applications for the Full Moon Festival, are summarised below:

- the concept, including its appeal, the amount of on-site food preparation; presentation and packaging; and the Festival's overall food offer;
- the stall/site set-up, including attention to aesthetics and any physical or other constraints;
- the Applicant's retail and business experience;
- flexibility and ability to fit in with other stallholders and to work with Dandenong Market management;
- Whether the business is a Dandenong based enterprise; and
- any other matter considered relevant to the application.
- Food should be prepared and cooked freshly on site and served immediately; bain marie style set ups are not encouraged;
- Cook serve style operations are preferred as is hand held packaging that allows foods to be consumed without the use of knife and fork;
- Foods other than cook serve dishes need to demonstrate a unique selling point.

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.

9. GENERAL APPLICATION REQUIREMENTS & CONDITIONS

Applications close **27 August 2018**. Applications received after the closing date may be rejected.

Applications must be made on the proforma application attached to this document. No other form of application will be considered.

Other relevant documentation or concept outlines, which the applicant believes relevant and would like considered as part of this application, should be attached to the proforma application at the time of lodgement.

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

Each applicant will bear the total cost of making an application in response to this document. Whilst an attempt has been made to ensure that information contained in this brief is accurate at the time of publication, DMPL does not accept any responsibility or liability for the accuracy of information contained in this document. Any applicant should verify all information by making the necessary enquiries at the time of application.

DMPL will not be evaluating any application for the purpose of entering legal relations. A legal relationship will only be contemplated if and when the successful applicant signs a formal letter of acceptance prepared by DMPL.

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

10. WHAT HAPPENS NEXT

Applicants will not automatically be offered a license and it is therefore important that you complete the attached application as fully and accurately as possible.

Photographs and other information relating to your proposal will assist the selection panel in making its decision (photos will not be returned).

All applicants will be notified in writing of the outcome of their application.

The decision of the selection panel is final and is not open to appeal.

Provide your proposed menu (including prices). Menus are fixed and prices listed are to be the maximum prices that may be charged. Please note that this excludes drinks, which you may also sell subject to any sponsorship arrangements.

	Portion size 1	Portion size 2
	\$	\$
1. _____		
2. _____		
3. _____		
4. _____		
5. _____		

Describe how do you intend preparing your food? i.e. onsite/offsite, what's involved and how this adds to the appeal of the stall etc?

Itemise the cooking and other electrical equipment used in your operation (including electrical draw) – eg: 3 X electric rice cooker. Please note preference may be given to applicants who use gas rather than electrical equipment for the cooking/preparation of food.

1. _____ amps/watts
2. _____ amps/watts
3. _____ amps/watts
4. _____ amps/watts
5. _____ amps/watts
6. _____ amps/watts

How is your food packaged / served? Describe the packaging material, presentation and style of services.

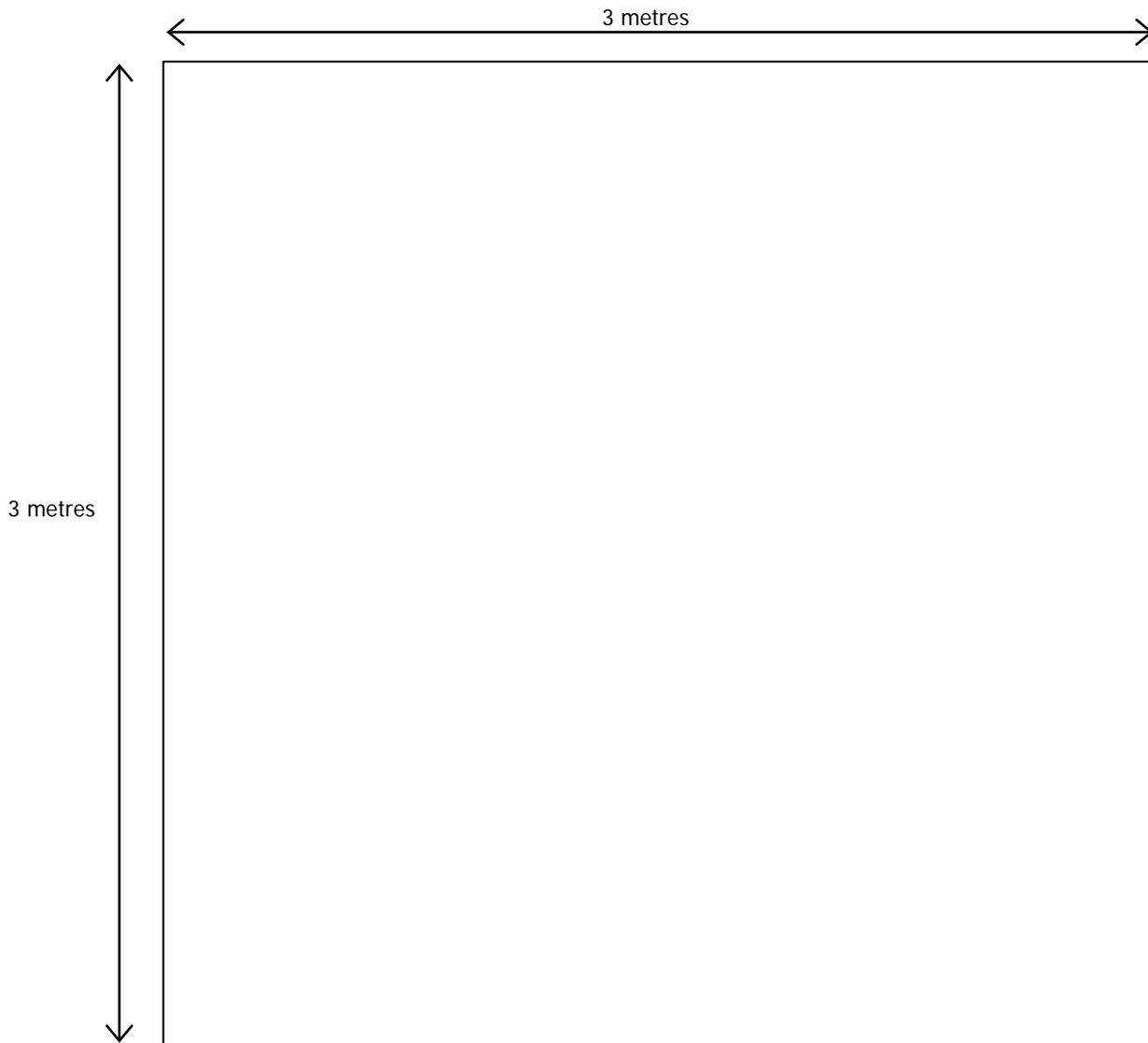
How do you think your product/concept will contribute to the success of the Full Moon Festival? What is its appeal/how is it different?

Please detail any other information, which you believe is relevant to this application:

Overleaf, please provide a drawing of the proposed layout of your stall.

PROPOSED LAYOUT

Highlight equipment location and type, in particular areas of food preparation incorporating a production flow diagram



Not to scale – approximate dimensions only

Check List

Before you submit your application check that you have included the following information:

- Copy of any relevant qualifications you hold;
- Copy of your current Driver's Licence or other suitable identification (ie: passport);
- Photographs of the merchandise you intend selling (these will not be returned);
- Photographs of your stall set-up at other festivals / venues, if available;
- Food registration and food handler training certificates;
- Photographs of staff uniforms;
- Photographs or samples of packaging (this must be able to be recycled);

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 from our website (www.DMPL.com.au) or 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 2015 World Food Fare and if accepted, administering your licence in the future. The information may also be disclosed to provide reference 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 stall 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 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.

Unsigned applications or applications unaccompanied by appropriate identification and supporting documentation may not be considered.

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 this application.

Applicant's Signature: _____ Date: _____