

# DANDENONG MARKET

*Fresh & Vibrant Since 1866*

## APPLICATION FORM DANDENONG NIGHT MARKET

### 1. INTRODUCTION

Dandenong Market is the second oldest and second largest of only five municipal markets in Melbourne. Attracting 5.6 million visitors each year, it has been the cornerstone of the Dandenong community for more than 150 years.

In a first for Dandenong Market, we will stage the Dandenong Night Market in January 2020. In a marvellous assault on the senses, Dandenong Night Market will feature ready-to-eat 'pop up' hawker style food stalls offering some of Melbourne's most authentic street foods and exotic flavours, a fully licensed bar, a wellbeing and pamper zone where customers can relax and chill and artisan stalls; all complemented by roaming artists, street theatre, cultural performance and family fun.

Dandenong Night Market will be supported by an integrated marketing and communications campaign and extensive advertising strategy across a number of mediums.

Dandenong Market is seeking interest from potential traders with something different to offer who are interested in trading at Dandenong Night Market.

### 2. TRADING DATES AND TIMES

Dandenong Night Market will operate on four Thursday evenings in January 2020 between the hours of 4.30pm and 9.30pm as follows:

9 January 2020;

16 January 2020;

23 January 2020; and

30 January 2020

Applicants are required to attend all four events.



### 3. STALL SIZE AND SETUP

Stalls are approximately 3m x 3m. Food hawkers also have the option of 3m x 6m stalls.

The set-up of your stall (including signage) must be approved by Dandenong Market management and be in accordance with our Merchandising Guidelines.

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

Electrical power is available in limited supply. You will need to specify your electrical power needs as part of this application.

You will be responsible for providing your own marquee, display benches or trestles. Marquees are available for traders (other than hawker food stalls), subject to availability, for an additional cost of \$66 (including GST).

Dandenong Market holds a group public liability cover on behalf of all stallholders. Successful applicants will be covered by this policy;

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.

### 4. STALL FEES

Stall fees are payable for all four events in advance by 1 December 2019.

Stall fees (incl GST) are as follows:

Type	Size	Standard Fee (per night)	Standard Fee (full season)	Marquee Hire (per night)
Food	3m x 3m	\$225	\$900	N/A
	3m x 6m (incl food trucks)	\$325	\$1,300	N/A
General Goods	3m x 3m	\$55	\$220	\$66
Readers / Massage	3m x 3m	\$55	\$220	\$66
Community	3m x 3m	FOC	FOC	FOC



## 5. **STALL THEME/USES**

Possible uses could include:

**Hawker style food stalls** – food is to be prepared and cooked freshly in front of the customer. The use of charcoal and other cooking methods that use naked flame is encouraged. Vendors are encouraged to incorporate theatre and playfulness into their food preparation and cooking. The use of bain-maries is discouraged.

**Wellbeing and Pamper Zone** – massage, readings and related services.

**Artisan stalls** – including quality craft, hand-made and vintage goods, fashion, jewellery and accessories, furniture, wood and metal work, ceramics, homewares, photography and artwork, second-hand books and collectibles.

While mass produced and imported goods are permitted, provided they are sufficiently different, preference will be given to goods that are handmade and/or repurposed by the trader.

Stalls are to be highly theatrical and interactive where possible. Traders are encouraged to exhibit showmanship, fun and playfulness.

## 6. **HAWKER STALLS - MENUS AND PRICING**

Menus will be limited to a maximum of three dishes or five variants on a single dish. All menu items must be approved by Dandenong Market Management.

Pricing is to be a maximum of \$12 per standard serve.

At least one item is to be less than \$6.

Traders may also charge up to \$18 for share plates (share plates are to include smaller serving sizes of multiple menu items or single menu items for two or more people).

## 7. **COMMUNITY STALLS**

Dandenong Night Market will host a number of community organisations per night.

Community stalls must be operated by government, not for profit organisations or organisations that provide a genuine benefit to the Dandenong Community. These stalls must be information stalls and will not be permitted to sell goods or services. Give-aways, activities and/or games are encouraged.

Dandenong Market reserves the right to limit the number of community stalls each night.

## 8. **SUSTAINABILITY AND PACKAGING**

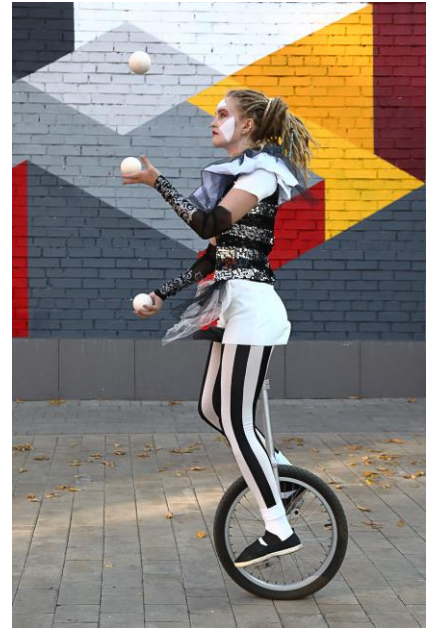
Single use plastic bags, plastic straws and balloons are banned at Dandenong Night Market.

All food is to be served in food grade 100% bio-degradable composable materials.

Food hawkers are encouraged to think creatively about how food will be served in a way that embraces the street food theme. Skewers, paper cones and other packaging that allows customers to eat without a knife and fork are encouraged.

Traders will be required to consider their packaging as part of this application. Your packaging will need to be approved by Dandenong Market.







## 9. KEY SELECTION CRITERIA

The selection criteria, which will be considered in the assessment of applications for Dandenong Night Market, are summarised below:

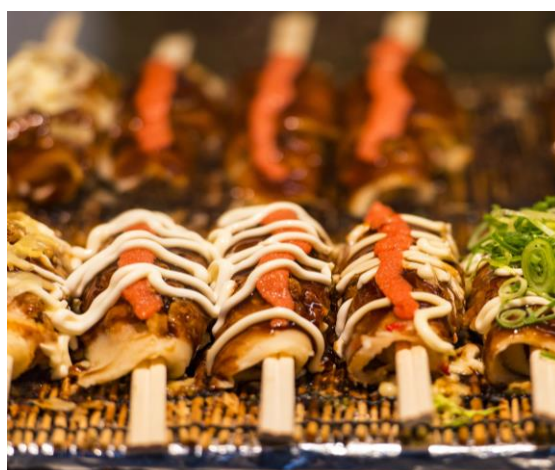
- Product offer;
- the stall/site set-up, including attention to aesthetics and any physical constraints;
- the Applicant's previous retail experience;
- the ability to work with other stallholders and Dandenong Market Management.

The sequence of the above criteria does not imply any relative priority.

## 10. LICENSE REQUIREMENT

Successful applicants will be offered a licence for the entire Night Market season. The exact terms and conditions of the licence will be set out in the licence document. The main requirements of the licence are as follows:

- The applicant must pay fees in full in advance of the event;
- The applicant must sell only goods listed in their permitted use;
- While we aim 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, in the case of hawkers' stalls, food safety;
- The proposed licence is not assignable or otherwise transferable;
- We hold a group public liability cover on behalf of all traders. Successful applicants will be covered by this policy;
- All traders are required to complete a site induction before the first Night Market. Failure to complete will result in withdrawal of the offer of licence;
- 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; and,
- We reserve the right to cancel any Night Market because of inclement weather or where we consider it would be dangerous for the event to continue. We are not liable for any damages as a result of a cancellation.



## 11. GENERAL APPLICATION REQUIREMENTS & CONDITIONS

Applications must be made on the application attached to this document. No other form of application will be considered. All relevant sections must be filled out.

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 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 (in the case of individuals). Applications without appropriate identification may be rejected.

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 our standard form license. We reserve the right to act as we see fit after considering applications received.

### **APPLICATIONS CLOSE 4PM 31 OCTOBER 2019.**

Dandenong Market management reserves the right to consider applications received after the closing date.

## 12. WHAT HAPPENS NEXT?

Not all applicants will be offered an interview and it is therefore important that you complete the attached application as fully and accurately as possible to progress to the next stage.

Photographs and other information relating to your proposal will assist the selection panel in making its decision.

Shortlisted applicants will be invited to attend an interview and show product samples.

All applicants will be notified via email of the outcome of their application.



# Dandenong Night Market Expression of Interest

## **BUSINESS DETAILS**

Name: \_\_\_\_\_ Surname: \_\_\_\_\_

Business Name \_\_\_\_\_

*This will be the name Dandenong Market uses for promotional material*

ABN: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Facebook: \_\_\_\_\_

Instagram: \_\_\_\_\_

## **PRODUCT DETAILS**

Briefly outline your concept and use:

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*Note: This description will be used for promotional material*

What makes your product unique or unusual?

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Who is your target audience?

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What is your merchandising theme or display method? (include photos of similar stalls that you have operated at other Markets or include a sketch of how you will set up your stall?)

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Briefly describe your marketing plan (other than relying on passing traffic or word of mouth, how do you plan to get information about your stall at Dandenong Night Market to your customers?)

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### EXPERIENCE

Where else do you trade?

Own Restaurant or Retail shop

Other Markets & Events

Food Truck

Other \_\_\_\_\_  
(Please detail)

### Additional Questions for Artisan Stalls

Do you make your own product?

Yes

No

If not, what value add do you do?

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Where do you source your product (or components)?

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*Note: if your products or componentry are 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.*

Do you have your own marquee?

Yes

No



**Additional Questions for Hawker Stalls:**

Outline how you intend to prepare your food; onsite/offsite, what area of the stall, what is involved and how this can add to the theatre of the Food Van/Stall

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*This description will be used for promotional material*

Provide your proposed menu including prices\*.

Name	Description	Price
Dish 1 <hr/>	<hr/>	\$ .
Dish 2 <hr/>	<hr/>	\$ .
Dish 3 <hr/>	<hr/>	\$ .

*\*Refer to 6 Hawker Stalls – Menu and Pricing*

Do you or do you plan to source ingredients from the Dandenong Market?

Yes

No

List the ingredients sourced from the Dandenong Market?

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Do you cater for any of the following dietary requirements?

Halal

Vegan

Vegetarian

Other \_\_\_\_\_

(Please detail)

What size stall do you require?

3m X 3m

6m X 3m

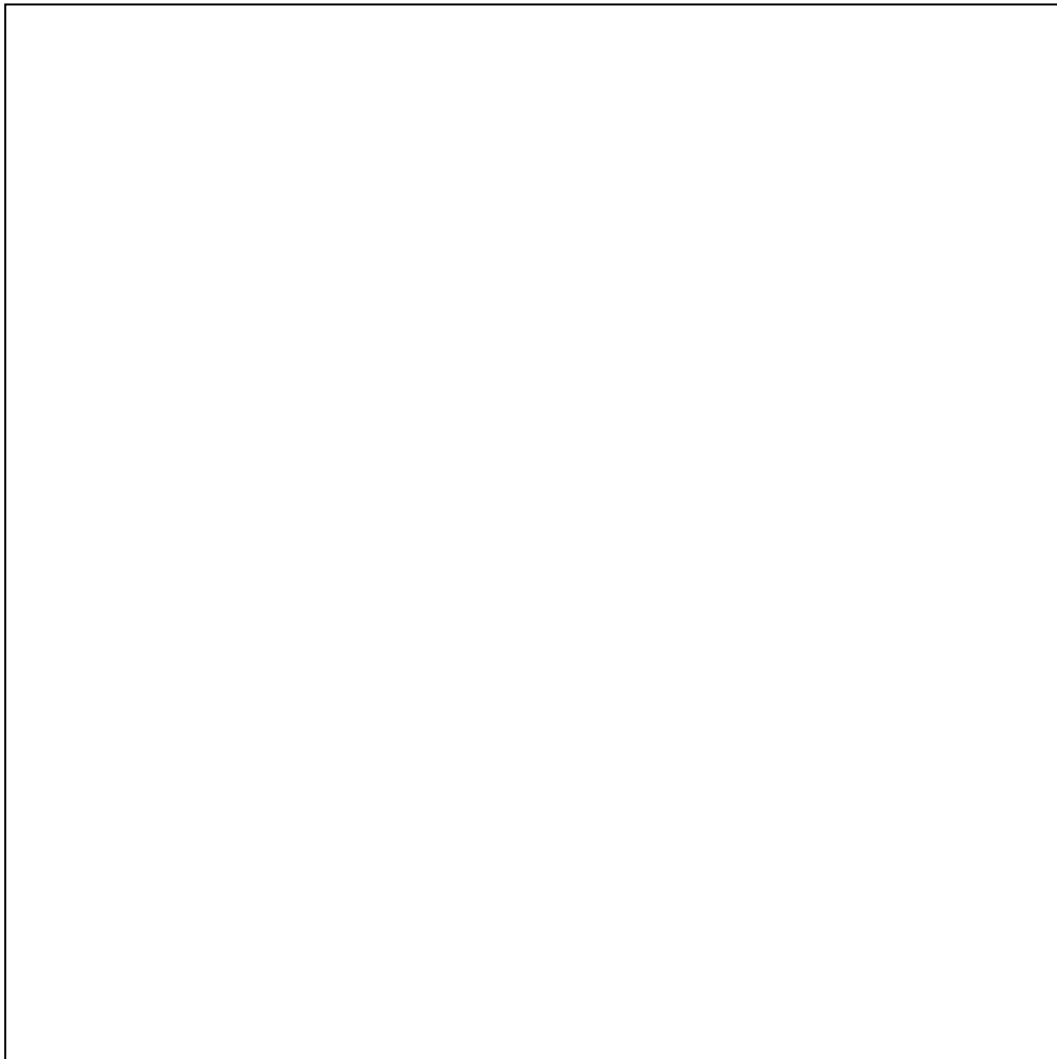
List equipment with amps/watts and other electrical equipment used in your operation

<b>Item</b>	<b>Amps/Watts</b>	<b>Item</b>	<b>Amps / Watts</b>

**Proposed Stall Layout**

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

STALL FRONT



Not to scale – approximate dimensions only

Please include the number and size of gas bottles you intend to use

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Do you use charcoal, naked flame or any other smoke generating cooking methods? Please describe in detail

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Please describe how you plan to serve your food (i.e.: skewers, noodle boxes, paper cones, etc.) Please note we are looking for creative serving ideas that embrace the street food theme and allow the customer to easily eat and shop. *Please include an image of your packaging if available.*

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**PRIVACY COLLECTION STATEMENT**

Your personal information is being collected by Dandenong Market Pty Ltd for the purposes of for the purpose of assessing your application for a stall at Dandenong Night Market, and if successful administering your license in the future.

The collection of your personal information is required in order to administer your stall application or license. If your personal information is not able to be collected, then we may not be able to progress your application or administer your license.

Dandenong Market Pty Ltd collects, uses, holds and discloses personal information in accordance with the Australian Privacy Principles and the *Privacy Act 1988 (Cth)*. Your personal information will only be disclosed in limited circumstances, and generally only for the purpose for which it was collected, or otherwise as required or authorised by law. It may be disclosed to provide a reference for you to other landlords or their agents in respect of future tenancies, and to Dandenong Market Pty Ltd's legal advisors where required. Your name and contact details, and stall location may also be disclosed to members of the public for the purposes of promoting Dandenong Night Market and related activities.

Further information about how Dandenong Market Pty Ltd manages your personal information, how you can access and correct your personal information, and how you can make a complaint about a privacy breach, is contained in our comprehensive Privacy Policy, which is available to the public on our website, or by contacting our Privacy Officer.

I /we agree to The Dandenong Market's terms and conditions above.

**Applicant's Signature:**

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**Date:** \_\_\_\_\_

Please submit this form to: **info@dandenongmarket.com.au** or by mail to PO Box 7022, Dandenong Vic 3175