··· MAGIC IS ALL AROUND US ···

DANDENONG MARKET

Fresh & Vibrant Since 1866

Unicorn Party 2019 Expression of Interest

Brief and Background

1. INTRODUCTION

Dandenong Market's Unicorn Party is a celebration of all thing unicorns! The event will be held at Dandenong Market on Sunday 24 November 2019 and will run from 9am to 4pm.

Dandenong Market's Unicorn Party is a community event suitable for all ages.

2. WHAT'S ON

The following activities are planned for Dandenong Market's Unicorn Party.

- Unicorn rides;
- Have your photo taken with a unicorn;
- Become a unicorn with glitter face paint and rainbow mane makeovers;
- We will have wandering fairies, giant bubble creations and a disco party;
- We will have food in every colour of the rainbow for every unicorn lover; and
- Our traders will be making unicorn-inspired dishes.

3. MARKETING AND PROMOTION

Advertisements confirmed for:

- *Greater Dandenong Leader* newspaper
- *Dandenong Journal*
- *Knox Leader*
- *Fox FM*
- *3AW*

Digital campaign includes:

- Facebook event creation (reaching 75,000 followers).
- Facebook boosted posts.
- Digital advertising including banner advertising.
- Partnership with *Mamma Knows East* (reaching 20,000 social media followers).
- 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:

- Full design campaign. Printed posters displayed in 50 sites throughout Dandenong Market.
- Digital display posters positioned in 10 key locations throughout the Market.
- Integrated communication campaign targeting 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;
- While 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 four 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 24 November 2019 between 9am and 4pm.

6. STALL FEES

General merchandise stall: $150 plus GST payable in advance.
Food stall/van: $200 plus GST payable in advance.
Food/Market Cart: $70 plus GST payable in advance.

Please note traders will not be provided with Marquees. If you require a marquee, you can hire a from DMPL for an additional $50 on top of the stall fees.

You will be provided with 1 X 10-amp power outlet (normal household supply to a single power point), if requested and subject to availability. Additional power can be offered upon applicant's request at an additional charge.

7. STALL SIZE AND SETUP

Stalls must be capable of operating from a 3 x 3 metre marquee. If you require additional space, please advise us and arrangements will be made. Please note 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.

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. 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 the Unicorn Party, 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 handheld 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.

10. GENERAL APPLICATION REQUIREMENTS & CONDITIONS

Applications close 4PM 4 October 2019.

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

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.

11. 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 to progress to the next stage.

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 via email of the outcome of their application.

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

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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:

_____

_____

_____

_____

_____

_____

_____

Note: This description will be used for promotional material

What makes your product unique or unusual?

_____

_____

_____

_____

Who is your target audience?

_____

_____

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?

_____

_____

_____

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?)

_____

_____

_____

EXPERIENCE

Where else do you trade?

- ☐ Own Restaurant or Retail shop
- ☐ Food Truck
  (Please provide details)
- ☐ Other Markets & Events
- ☐ Other_____

Additional Questions for Artisan Stalls

Do you make your own product(s)?

☐ Yes ☐ No

If not, what value add do you do?

_____

_____

_____

Where do you source your product (or components)?

_____

_____

_____

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

What size stall do you require?

☐ 3m X 3m ☐ 6m X 3m

Additional Questions for Food 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

_____

_____

_____

_____

_____

This description will be used for promotional material

Provide your proposed menu, including prices*.

Name	Description	Price
Dish 1		$.
Dish 2		$.
Dish 3		$.

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

☐ Yes ☐ No

List the ingredients sourced from the Dandenong Market?

_____

_____

_____

Do you cater for any of the following dietary requirements?

☐ Halal

☐ Vegan

☐ Vegetarian

☐ Other_____

(Please provide details)

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

Item	Amps/Watts	Item	Amps / Watts

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

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

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.

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 Name: _____

Applicant's Signature: _____

Date: _____

Please submit this form in person at 40 Cleeland Street, Dandenong VIC 3175; via email to info@dandenongmarket.com.au, or by mail to PO Box 7022, Dandenong Vic 3175.