



D A N D E N O N G  
• MARKET •

*Fresh & Vibrant Since 1866*

Waitangi Day 2020  
Expression of Interest  
Sunday 9<sup>th</sup> February,  
2020

# Brief and Background

## 1. INTRODUCTION

Dandenong Market's Waitangi Day is an annual celebration of New Zealand and Pacific culture. The event will be held at Dandenong Market on Sunday 9 February 2020 and will run from 9am to 4pm.

Dandenong Market's Waitangi Day is now in its fifth year, growing in size and popularity every year:

Waitangi Day 2016: 18,630 visitors

Waitangi Day 2017: 26,211 visitors

Waitangi Day 2018: 32,059 visitors

Waitangi Day 2019: 26,627 visitors (39C)

Dandenong Market's Waitangi Day is a free community event, suitable for all ages.

## 2. PERFORMANCES AND ACTIVITIES

Dandenong Market is currently booking entertainment and activities for Waitangi Day 2020 festival.

The following acts previously performed at Dandenong Market Waitangi Day celebrations:

- Soul Purpose Band
- Lavina Williams (*Australian Idol*)
- Te Hononga O Nga Iwi and Nga Whetu Marama O Hawaiki (children's group)
- Mau Rakau display
- Cook Island performance

Free activities: Moko is a traditional body art often associated with cultural performances

## 3. 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 for the following publications:

- *Greater Dandenong Leader*
- *Dandenong Journal*

Digitally, we are preparing a:

- Social media event exposure to our 83,000+ followers;
- Listings in all major 'what's on' / event listing sites; and,
- Dedicated event page on [dandenongmarket.com.au](http://dandenongmarket.com.au) website.
- A digital advertising campaign to attract like visitors.
- Display on the City of Greater Dandenong's 'Big Screen' in Harmony Square.
- Flyers sent to 40,000 households in the Greater Dandenong area.

Event details promoted in all market assets include:

- Printed posters displayed in 50 sites throughout Dandenong Market.
- Outdoor advertising positioned in 10 key locations throughout the market.

Media release and public relations will be pushed 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 it would be dangerous for the event to continue.

## 5. TRADING DATES AND TIMES

Sunday 9 February 2020 between 9am and 4pm.

## 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.

**Food Van:** \$250 plus GST

**Food/Market Cart:** \$70 plus GST

**General Merchandise:** \$100 plus GST

**Please note traders will not be provided with Marquees.**

## 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 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.

# Additional Information

## 8. KEY SELECTION CRITERIA

- The selection criteria, which will be considered in the assessment of applications for the Waitangi Day 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 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.

## 9. GENERAL APPLICATION REQUIREMENTS & CONDITIONS

<p><b>Applications close <u>10 January 2020</u>.</b> <b>Applications received after the closing date may be rejected.</b></p>
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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.

# Waitangi Day 2020 - Expression of Interest

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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 food theme and how it fits into street vendor aspect of a Waitangi Day Festival?

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

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

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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 provide details)

**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.*

**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		\$ .
Dish 2		\$ .
Dish 3		\$ .

*\*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)

Do you have your own marquee?

Yes

No

What size stall do you require?

3m X 3m

6m X 3m

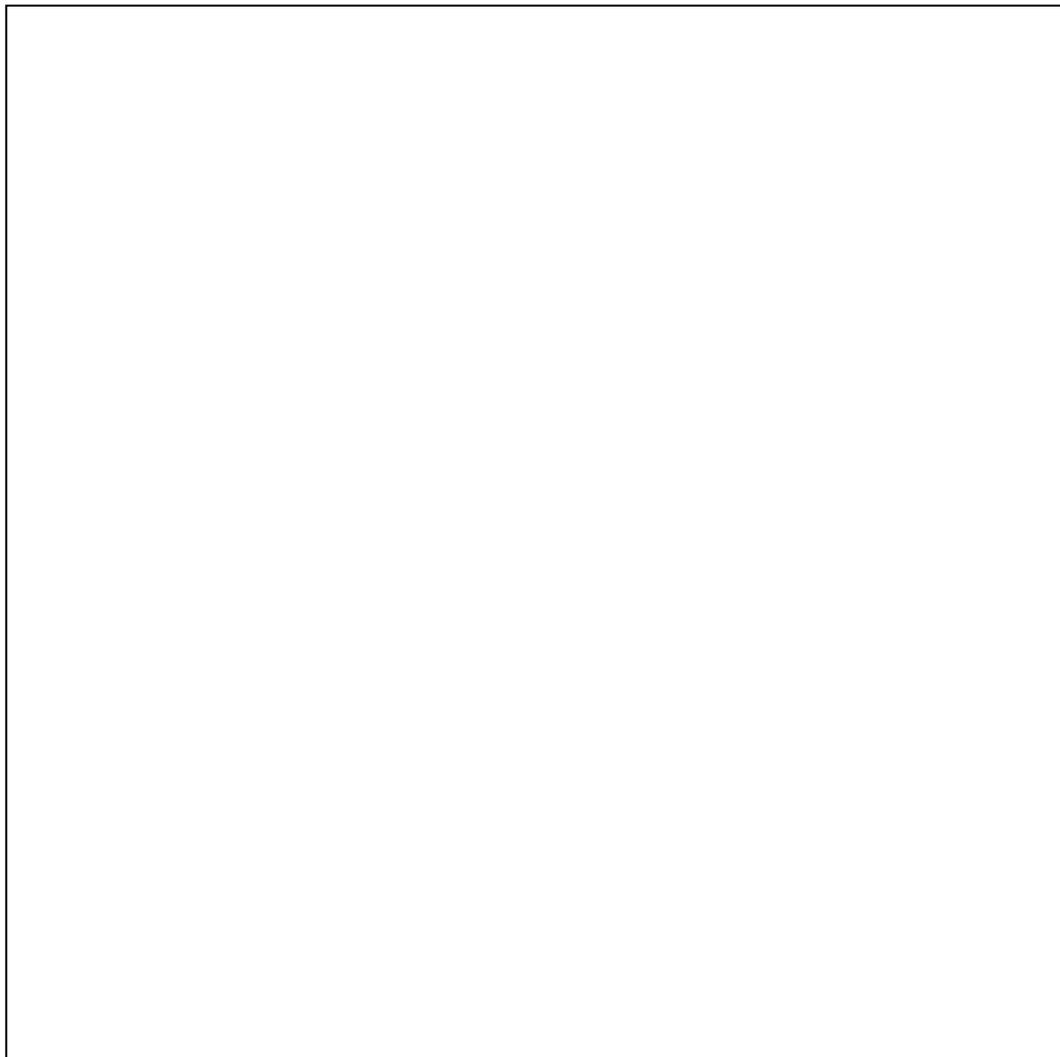
List equipment with amps/watts and other electrical equipment used in your operation

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

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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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## 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](http://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 Waitangi Day 2019 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.

I /we agree to The Dandenong Market's terms and conditions above in relation to Waitangi Day 2020.

**Applicant's Name:** \_\_\_\_\_

**Applicant's Signature:**

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

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

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