



DANDENONG MARKET

NIGHT MARKET 2023

EXPRESSION OF INTEREST

[DANDENONGMARKET.COM.AU](https://dandenongmarket.com.au)
CORNER OF CLEELAND AND CLOW STREET

DANDENONG
MARKET

Fresh & Vibrant Since 1866

INTRODUCTION

Dandenong Market is the second oldest and second largest of only five municipal markets in Melbourne. Attracting around 5 million visitors last year, it has been the jewel in the city's crown for more than 150 years.

Dandenong Market staged its first Night Market in January 2020. Held across 4 Thursday evenings, the event attracted around 13,000 visitors.

Unfortunately, the recent COVID-19 pandemic delayed our second night market season - until now. This year we are excited to present World Fare @ Night across 3 Thursday's in January, 2023.

WHAT TO EXPECT

In a marvellous gift to 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, chill and shop artisan stalls; all complemented by roaming artists, street theatre, cultural performances and family fun.

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

Dandenong Market is seeking expressions of interest from potential traders with something different to offer who are interested in trading at Dandenong Night Market 2023.

TRADING DATES AND TIMES

Dandenong Night Market will operate on three Thursday evenings between the hours of 5.00pm and 9.30pm:

- 5 January 2023
- 12 January 2023
- 19 January 2023

Applicants are required to attend all three events.

STALL DETAILS

STALL SIZE AND SETUP

Stalls are approximately 3m x 3m. Food hawkers also have the option of 3m x 6m stalls. We also accept Food Trucks and Carts – size to be negotiated.

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. To operate a safe market, all electrical equipment must be tested and tagged by a suitably qualified electrician before being brought to the Market.

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.

COVID Safe Plan - Dandenong Market will have their own COVID Safe Plan for the Night Market. However, all traders must have their own Safety Plan in action. Traders must carry a copy of their Safety Plan at the Dandenong Market events should it be requested by an authorized officer of Health services, the City of Greater Dandenong Council or DHS Victoria.

STALL FEES

Stall fees are payable for all three events in advance by 31 October 2022. Stall fees (incl GST) are as follows:

TYPE	SIZE	STANDARD FEE FULL SEASON	MARQUEE HIRE PER NGHT
FOOD	3X3M	\$ 700	N / A
	3X6M <small>incl food trucks</small>	\$ 1,000	N / A
GENERAL GOODS	3X3M	\$ 200	\$ 66
PAMPER/ WELLBEING	3X3M	\$ 200	\$ 66
COMMUNITY	3X3M	FOC	FOC



STALL THEMES OR 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

Wellness, readings and related services.

Artisan stalls

Includes 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.

Please note: All stall displays at the site to remain lower than 2.4m

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.

At least one item is to be less than \$10.

As a suggestion, traders may offer large share plates (share plates are to include smaller serving sizes of multiple menu items or single menu items for two or more people).

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

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 compostable 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 Management.



APPLICATION INFORMATION

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; and,
- the ability to work with other stallholders and Dandenong Market Management. The sequence of the above criteria does not imply any relative priority.

LICENCE REQUIREMENT

Successful applicants will be offered a licence for the entire Night Market 2023 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 on Thursday 5 January 2023. Failure to complete this 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.

APPLICATION REQUIREMENTS AND 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 completed.

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 licence. We reserve the right to act as we see fit after considering applications received.



PLEASE NOTE

APPLICATIONS CLOSE 4PM FRIDAY 26 AUGUST 2022

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

WHAT HAPPENS NEXT?

Not all applicants will be offered an interview and it is therefore important that you complete the attached application fully, in as much detail and as 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 present product samples.

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



NIGHT MARKET APPLICATION

BUSINESS DETAILS

Name: _____

Surname: _____

Business Name _____

This will be the name Dandenong Market uses for promotional material

Contact Mobile: _____

Address: _____

Email: _____

Website: _____

Facebook: _____

Instagram: _____

ABN: _____

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?)

Please provide any relevant past experience

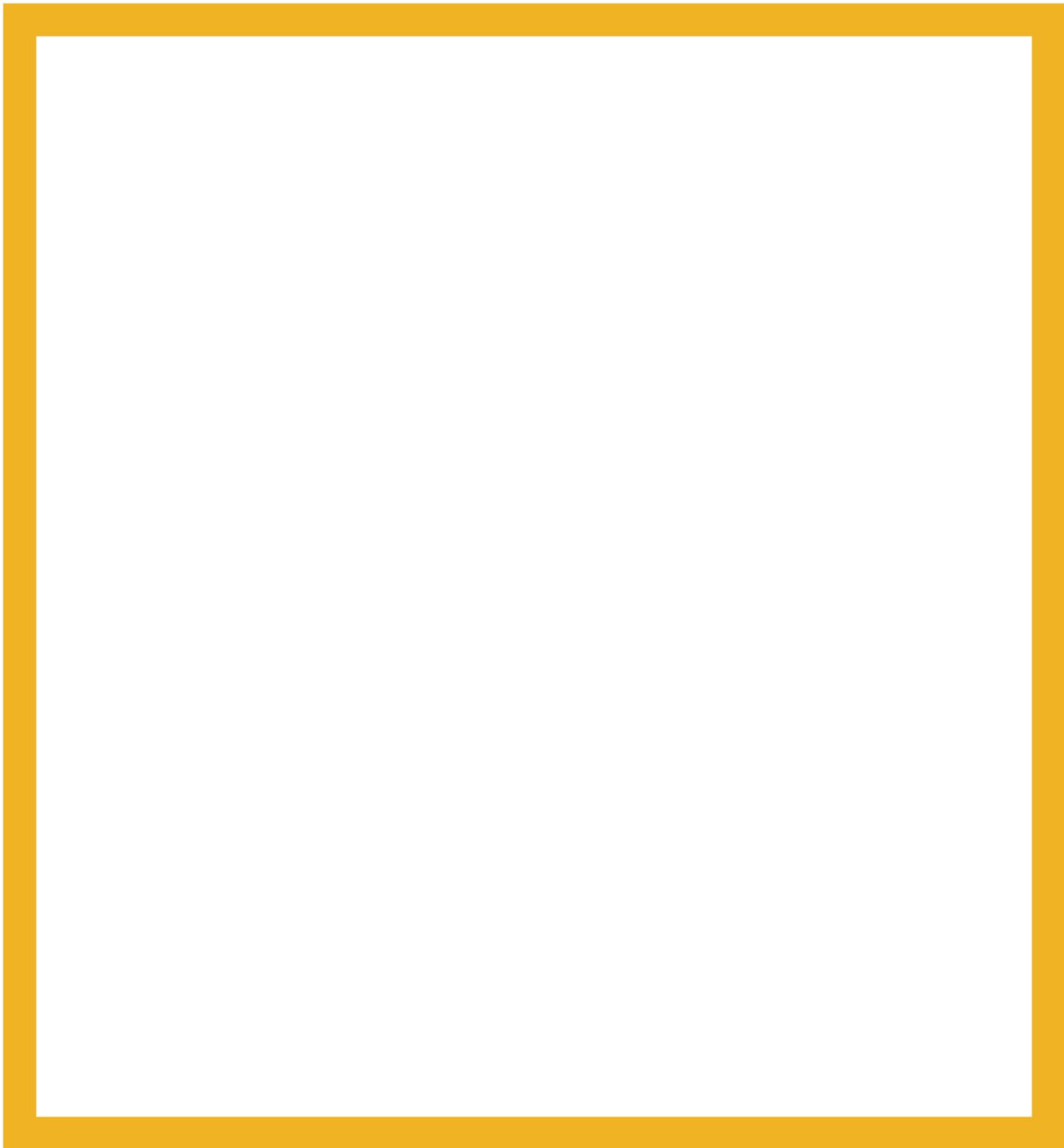
Where else do you trade?

- Own Restaurant
- Retail shop Food Truck
- Other Markets & Events
- Other
(Please specify)

PROPOSED STALL LAYOUT

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

STALL FRONT



Not to scale – approximate dimensions only

What size stall do you require?

- 3m x 3m
- 6m x 3m
- Van/Food Truck - please provide full dimensions

ADDITIONAL QUESTIONS - 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

This description will be used for promotional material

Provide your proposed menu including prices*.

	Name of Dish	Description	Price
Dish 1			
Dish 2			
Dish 3			

*Refer to Page 5 - 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?

Do you cater for any of the following dietary requirements?

- Halal
 Vegan
 Vegetarian
 Other
(Please specify)

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

Item	Amp/Watts

*Note: All food traders should ensure that they are up-to-date and compliant with the relevant standards of all gas appliances

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.

ADDITIONAL QUESTIONS - ARTISAN STALLS

Do you make your own product?

Yes

No

If no, 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 - DMPL can provide a 3x3 marquee at an additional cost per night. Please tick if you require one

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. It may also be used to contact you regarding other events hosted by Dandenong Market Pty Ltd.

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.

APPLICATIONS CLOSE 4PM FRIDAY 26 AUGUST 2022

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

Applicant's Signature:

Date:

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