

DANDENONG MARKET

Fresh & Vibrant Since 1866

DANDENONG MARKET

NIGHT MARKET 2025

TRADER INFORMATION PACK



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Come and celebrate what Dandenong Market is renowned for - great authentic street food and entertainments from around the world!

Dandenong Market will once again open its doors for the return of its Night Market spectacular - but in a slightly different format. Night Market 2025 will run for three consecutive nights across January and February 2025.

WHAT TO EXPECT

Dandenong Night Market will feature ready-to-eat 'pop up' hawker style food stalls offering some of Melbourne's most authentic street foods and flavours, a fully licensed bar, artisan stalls, complemented by roaming artists, street theatre, cultural performances and family fun.

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

TRADING DATES AND TIMES

Thursday 30 January 2025 ^

Friday 31 January 2025 ^*

Saturday 1 February 2025 ^*

Sunday 2 February 2025 *

Event Times: 5.00pm - 9.00pm (Thur - Sat) ^

Additional Trading Times: from 12pm (Fri - Sun) *

Bump in - Thursday 30 January

Bump Out - Sunday 2 February

Traders are required to attend all three events and trade all four days.

STALL INFORMATION

STALL SIZE AND SETUP

Marquee food stalls are approximately 3mX3m. Food hawkers also have the option of 3mX6m stall. Food trailers are approximately 3mX4m or less. Food Trucks/Vans are approximately 3mX6m+ and charged accordingly.

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, subject to availability, for an additional cost of \$60.

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.

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.

STALL THEMES OR USES

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.

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.

Power

Dandenong Market will endeavour to provide power to your site, as requested in your application form. To operate a safe market, all electrical equipment must be tagged and tested by a qualified electrician before being brought to the market.

Furniture

In addition to marquee hire, trestle tables are available for hire at \$12 per table per night. Please request this early on as we cannot guarantee availability on the night without prior arrangement.

STALL SIZES AND FEES

Once a temporary licence has been offered, stall fees are payable for all three events in advance by 15 November 2024. Stall fees (exclusive of GST) are as follows:

| TYPE | SIZE | STANDARD FEE | MARQUEE HIRE PER NIGHT |
|---------------|---|--------------|------------------------|
| FOOD | 6X3M <small>food trucks/vans</small> | \$ 2,700 | N / A |
| FOOD | 4X3M <small>food trailers</small> | \$ 2,250 | N / A |
| FOOD | 3X3M <small>marquee</small> | \$ 1,800 | \$60 |
| GENERAL GOODS | 3X3M | \$900 | \$60 |
| COMMUNITY | 3X3M | FOC | FOC |

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;
- the ability to work with other stallholders and Dandenong Market Management, and,
- photographs and other information relating to your proposal will assist the selection panel in making its decision.

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

LICENCE REQUIREMENTS

Successful applicants will be offered a licence for the entire Night Market 2025 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 full fees in advance of the event which is not transferrable or refundable;
- 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 30 January 2025. 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 link that will be forwarded to you upon confirmation of attendance. 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.

All traders MUST hold a current Foodtrader registration and will need to apply for a Statement of Trade for all Night Market dates.

**APPLICATIONS CLOSE 4PM,
27 SEPTEMBER 2024**

DMPL reserves the right to consider applications received after the closing date.

WHAT HAPPENS NEXT?

Shortlisted applicants will be forwarded a link via email to complete and upload high resolution images of their product for marketing use.

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

We aim for first round offers to be made by the end of October.

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