



Event Organiser Expression of Interest For Special Events 2013/2014

Please return **attached application**

in person to
Queen Victoria Market Management Office
513 Elizabeth Street Melbourne

or forward by mail to
P.O. Box 12415 A'Beckett Street
Melbourne 8006

For further information contact
Telephone: 9320 5822

Brief & Background

1. INTRODUCTION

The Queen Victoria Market is a cultural and tourist attraction of Melbourne operating at its current site for over 130 years. In addition to its day market core business there are a number community/multicultural events held during the course of the year as part of Queen Victoria Market's cultural event program.

The purpose of these events is to provide organisations with the opportunity to celebrate within their own culture and to allow the broader Melbourne community to experience and connect with those groups creating a shared experience in a safe and inclusive environment. Importantly the events also add colour and life to the Sunday day Market and attract customers who may not normally visit the day Market.

Event organisers representing community and arts groups wanting to hold events at the Queen Victoria Market need to complete the attached Expression of Interest form.

General Information

2. SPECIAL EVENT LICENCE

Successful applicants will be offered a Licence with Queen Victoria Market Pty Ltd (QVM). 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 prior to the day of the festival;
- The applicant may only offer goods or services listed in their agreement;
- The applicant and its agents must maintain the highest possible standards of presentation and service;
- The proposed licence is not assignable or otherwise transferable;
- QVM holds a group public liability cover on behalf of all stallholders. Successful applicants will be covered by this policy;
- All stallholders will be required to attend a site induction session or complete an on-line induction prior to the festival. Failure to attend/complete will result in withdrawal of the offer of licence;
- Stallholders may not use single use plastic bags for packaging of goods sold from the stalls;
- Food vendors may be required to purchase all consumables (inc. plates, cutlery and cups) for the service of food from QVM.
- All food stalls must be registered with their relevant local government authority, notify the City of Melbourne of their intention to trade and comply with all aspects of the Food Act.
- QVM maintains high levels of site Occupational Health and Safety. It is the responsibility of the Event Organiser and stallholders to operate their stall in a safe manner and to fully implement any regulatory requirements to achieve this;
- The licence may be terminated by QVM without notice.

3. TRADING DATES & TIMES

When selecting a proposed date for your event please be mindful of the following trading times of the day market. There is also a buffer time at the end of trade that involves stall pack up and cleaning activities.

If you wish to conduct an event on Queen Street the only suitable date and time is on a Sunday when the street is closed to vehicular traffic.

Monday	Closed
Tuesday	6am to 2pm
Wednesday	Closed
Thursday	6am to 2pm
Friday	6am to 5pm
Saturday	6am to 3pm
Sunday	9am to 4pm

Queen Victoria Market Pty Ltd will have the right to cancel the event due to inclement weather or for any reason where it considers that it would be unsafe for the event to continue.

4. STALL SIZE & SETUP (Maximum of 30 3x3m stalls)

Approved stalls will be provided with either one or two 3m x 3m marquee (depending on their operation) and trestle table from which to operate. Displays, advertisements

and equipment must not protrude beyond the boundaries of the marquee. Food stalls will need to provide their own cold storage for any back up stock.

Limited electrical power is available to stalls where accessible. All applicants will need to advise QVM of their electrical requirements. All electrical equipment must be tested and tagged by a suitably qualified person before being brought to the Market.

5. VENUE HIRE FEES AND OTHER COSTINGS

\$250 (plus GST) for events with less than 20 stalls non refundable
\$500 (plus GST) for events with more than 20 stalls non refundable

3mx3m Marquee hire costs are \$100 (plus GST) each.
Table hire costs are \$10 (plus GST) each

Costs for Security, Cleaning, Electrical preparation, and Labour set up are based on quotes received from QVM's preferred contractors.

6. QVM SUPPORT

QVM will consider in-kind support to assist event organisers (especially those who are in their infancy) based on each application. These will be discussed with you following receipt of your Expression of Interest.

Additional Information

7. KEY SELECTION CRITERIA

The selection criteria, which will be considered in the assessment of applications for the proposed event are summarised below:

- Whether the group is a community group and/or a not for profit organisation;
- the overall theme of the event including points of difference to other events in the Market's event calendar;
- types of stalls or other uses participating in the event (mix);
- the stall/site set-up, including aesthetics, compliance with laws and any physical constraints of the site;
- whether the Applicant has operated similar events elsewhere, business experience and financial situation;
- flexibility and ability to fit in with the operations of the Queen Victoria Market and to work with QVM management;
- any other matter considered relevant to the application;
- the timing of the event; and
- the overall benefit to the Market for hosting the event.

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.

8. GENERAL APPLICATION REQUIREMENTS & CONDITIONS

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 (November 2011), the QVM 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.

The QVM 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 the Company.

The Company reserves the right to act as it sees fit after considering applications received.

9. WHAT HAPPENS NEXT

After initial assessment of your application you may be invited to meet with the Market managements to pregress your Application. It is therefore important that you complete the attached as fully and accurately as possible. Photographs, budgets 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 in writing of the outcome of their application.

**Expression of Interest
Special Event 2013/2014
at the Queen Victoria Market**

Applicant's Details

(Only applications with all details provided will be considered)

Organisation: _____

ABN or ACN _____

Address: _____
_____ Postcode: _____

Contact Person:

First Name: _____ Surname: _____

Position: _____

Telephone: _____ (bh) _____ (ah)
_____ (fax) _____ (mobile)

Email: _____

Experience & Qualifications

Please provide details of any previous events / festivals you have conducted at other venues (including dates).

Will you be acting as the nominated Event Organiser or will you be engaging the services of a third party? If so, please provide their details.

Event Manager: _____

Telephone: _____ (bh) _____ (ah)

_____ (fax) _____ (mobile)

Email: _____

References:

(please provide details of two business referees)

Name: _____

Name: _____

Address: _____

Address: _____

Phone: _____

Phone: _____

Company: _____

Company: _____

Position: _____

Position: _____

Note: Please do not list QVM or ex-QVM employees as referees

Event Details

What is the proposed date and duration of your event?

What is purpose or theme of the event?

Please outline the number of stalls you intend to have. Maximum of 40 (3x3m stalls).

Category	(Single) 3x3m	(Double) 6x3m
Take Away Food		
Other Merchandise		

Provide a brief description of the goods or services to be sold from each stall:

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____
- 9 _____
- 10 _____
- 11 _____
- 12 _____
- 13 _____
- 14 _____
- 15 _____

(attach list of additional stalls if necessary)

Briefly describe you stall holder selection process – including selection criteria, licensing arrangements and process for ensuring legal compliance.

Please itemise the electrical equipment used at each stall (including electrical draw) – eg: 3 X electric rice cooker 2 X lights etc.

- | | | |
|-----|-------|------------|
| 1. | _____ | amps/watts |
| 2. | _____ | amps/watts |
| 3. | _____ | amps/watts |
| 4. | _____ | amps/watts |
| 5. | _____ | amps/watts |
| 6. | _____ | amps/watts |
| 7. | _____ | amps/watts |
| 8. | _____ | amps/watts |
| 9. | _____ | amps/watts |
| 10. | _____ | amps/watts |
| 11. | _____ | amps/watts |
| 12. | _____ | amps/watts |
| 13. | _____ | amps/watts |
| 14. | _____ | amps/watts |
| 15. | _____ | amps/watts |

(attach list of additional if necessary)

What entertainment will you provide at the event? Provide details, including times.

List the the equipment (if any) you will need to deliver your entertainment program.

How will you ensure that your patrons experience the entire Market?

Will you be seeking sponsorship for your event from outside parties? If so provide details of the sponsors including proposed sponsorship arrangements.

Budget

(this section needs to be completed by applicants seeking sponsorship including in-kind from QVM)

What are your total anticipated operating expenses for the event:

Event Management	\$ _____
Entertainment	\$ _____
Marketing and Advertising	\$ _____
Equipement Hire	\$ _____
Other:	\$ _____

What is the total anticipated revnue from your event?

Sponsorship:	\$ _____
Stall Fees:	\$ _____
In-kind:	\$ _____
Other:	\$ _____

Please attach a copy of your budget showing any anticipated profit to this application.

Please detail any other information, which you believe is relevant to this application:

Check List

Before you submit your application check that you have included the following information:

- Photographs of the stall set-up at other festivals / venues, if available;
- Database of your stallholders;
- Copy of your marketing plan for the event;
- Copy of your budget for the event;
- Copy of any site safety plan for your event

COLLECTION AND USE OF PERSONAL INFORMATION

Queen Victoria 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.qvm.com.au) or by contacting our office on 9320 5822.

Queen Victoria Market Pty Ltd is collecting the information on this form submitted by you for the purpose of accessing your application 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 Queen Victoria 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 stalls 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 Queen Victoria Market Pty Ltd and why, that they can request access to that information if they wish and that Queen Victoria Market Pty Ltd will not disclose that information to third parties.

I confirm that I have read this form and acknowledge the collection and use of my personal information as outlined above in this form.

Applicant's Signature: _____ **Date:** _____