



**Merri-bek**  
City Council

# **Stallholder Guidelines**

## **Coburg Night Market 2024**

**and**

## **Sydney Road Street Party 2025**



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## Acknowledgement of Country

Arts Merri-bek acknowledges the Wurundjeri Woi-wurrung people as the Traditional Owners and Custodians of the lands and waterways in the area currently known as Merri-bek. We recognise their continuous connection to culture, community and Country and embrace their traditional and contemporary cultural and creative expression. We pay our respects to their Elders past, present, and emerging, and to all First Nations people who are part of the community today.

## About Merri-bek City Council

Merri-bek City Council's Festivals Team produce an annual program of events for the local community including Coburg Night Market and Sydney Road Street Party. Both events are extremely popular, and Stallholder positions are highly sought after. These guidelines are to help you through the entire process, from your Expression of Interest application to the delivery of a safe and successful event.

## About Coburg Night Market

The Coburg Night Market is a highlight of summer in Melbourne's north, held over three nights (and afternoons) in December. It has become a well-known event with the 2023 Market drawing 29,000 patrons. It's a celebration of community where families, young and old, come to enjoy food, music, family activities, and unique local products in our much-loved location of Bridges Reserve.

**Location:** Bridges Reserve, Bell St Coburg 3058

## About Sydney Road Street Party

The Sydney Road Street Party is a much-loved annual event that kicks off the Brunswick Music Festival on Sunday 2 March 2025. Tens of thousands flock to the one-day Street Party - gathering to enjoy live music, delectable food, roving performances, and a vast array of stallholders, celebrating the vibrant culture and diversity of Sydney Road.

**Location:** Sydney Road, Brunswick VIC 3056 between Victoria Street and Brunswick Road.

## Key Dates

### Expressions of Interest Process

Expressions of Interest Open: Wednesday 10 July 2024

Expressions of Interest Information Session: 6:00pm to 7:30pm, Thursday 25 July 2024 (online)

Expressions of Interest Close: 11:59pm, Wednesday 21 August 2024

Stallholders notified of outcome: Wednesday 4 September 2024

### Coburg Night Market

Stallholder Payment due: Monday 30 September 2024

Stallholder Briefing: 6:00pm to 7:30pm, Thursday 7 November 2024 (online)

Induction Due: Thursday 28 November 2024

Bump In: Friday 13 December (Specific times will be confirmed in November)

**Event dates: 5:00pm to 10:30pm, Friday 13 December 2024**

**12:00pm to 10:30pm, Saturday 14 December 2024**

**12:00pm to 8:30pm, Sunday 15 December 2024**

Bump Out: 9:00pm to 11:00pm, Sunday 15 December 2024

### Sydney Road Street Party

Stallholder Payment due: Friday 8 November 2024

Stallholder Briefing: 6:00pm to 7:30pm, Tuesday 11 February 2025 (online)

Induction Due: 25 February 2025

Bump In: Sunday 2 March 2025 (specific times will be confirmed in February)

**Event Date: 12:00pm to 6:00pm, Sunday 2 March 2025**

Bump Out: 6:00pm – 11:59pm, Sunday 2 March 2025

## Selection Criteria

Stallholder applications will be assessed based on the following criteria:

- **Local Preference:** Priority will be given to makers, products, and providers based in Merri-bek.
- **Product Quality and Uniqueness:** Evaluation of the quality and uniqueness of the products or food offered.
- **Stall Presentation:** Assessment of the stall setup, including aesthetics and adherence to physical constraints.
- **Experience and Financial Stability:** Consideration of the stallholder's retail and business experience, as well as their financial situation.
- **Coburg Night Market Attendance:** Priority will be given to stallholders committed to attending all three days of the market.
- **Coburg Night Market Support for Small-Scale Makers:** Preference for small-scale makers and businesses over those with commercially manufactured products at the Coburg Night Market.

## Stall Categories

### Food and Beverage Stalls

For traders interested in selling food and beverages at Coburg Night Market and/or Sydney Road Street Party.

### Artisan and Craft Stalls

For sellers of handmade art and craft, pre-packaged food and beverage e.g. for gifts or take-away sales, and products or goods ethically produced by yourself or by someone else.

### Commercial / Merchandise Stalls

For sellers of non-handmade products or those not ethically produced by others.

## Merri-bek City Council Units

For Merri-bek City Council Units to promote their services and activities.

## Sydney Road Traders (Sydney Road Street Party Only)

For Sydney Road businesses between Victoria Street and Brunswick Road.

## Community Group Stalls (Sydney Road Street Party Only)

For Community groups providing activities and information at Sydney Road Street Party.

## Fees

Stall fees are determined based on the stall category, space required, and any equipment hire costs.

### Coburg Night Market

#### Food and Beverage Stalls

Type of stall	Equipment Provided	Duration	Fee (incl. GST)
Food and Bev 3 x 3m	No marquee, 1 x LED lamp for unpowered sites	Per day	\$161.50
Food and Bev 3 x 6m	No marquee, 1 x LED lamp for unpowered sites	Per day	\$289.00

#### Artisan, Commercial / Merchandise Stalls

Type of stall	Equipment Provided	Duration	Fee (incl. GST)
Artisan, Commercial/Merch 3 x 3m	No marquee, 1 x LED lamp	Per day	\$92.70
Artisan, Commercial/Merch 3 x 6m	No marquee, 1 x LED lamp	Per day	\$151.40

#### Power (Food and Beverage Stalls Only)

Item	Details	Duration	Fee (incl. GST)
Power – Food & Bev 3 x 3m	1 x 15amp supply	Per day	\$90.00
Power – Food & Bev 3 x 6m	2 x 15amp supply	Per day	\$180.00
Power – Food & Bev additional	1 x 10amp supply	Per day	\$50.00
Power – Food & Bev additional	1 x 15amp supply	Per day	\$60.00

#### Equipment and Power Fees

Item	Details	Duration	Fee (incl. GST)
Marquee 3 x 3m	Price includes weights and setup	Per day	\$199.50
Marquee 3 x 6m	Price includes weights and setup	Per day	\$399.00
Marquee Weights - Full Set for 3 x 3m marquee	20kgs per leg	Per day	\$20.00
Marquee Weights - Full Set for 3 x 6m marquee	60kgs per leg	Per day	\$90.00
LED lamp	1 x LED lamp	Per day	\$34.00
Furniture	1 x Trestle	Per day	\$17.00
Furniture	2 x Chairs	Per day	\$8.00

## Sydney Road Street Party

### Food and Beverage Stalls

Type of stall	Equipment Provided	Duration	Fee (incl. GST)
Food and Beverage 3 x 3m	No marquee	Per day	\$433.50
Food and Beverage 3 x 3m with Marquee	Marquee, weights, and setup	Per day	\$548.00
Food and Beverage 3 x 6m	No marquee	Per day	\$659.00
Food and Beverage 3 x 6m with Marquee	Marquee, weights, and setup	Per day	\$830.00

### Artisan Stalls

Type of stall	Equipment Provided	Duration	Fee (incl. GST)
Artisan 3 x 3m	No marquee	Per day	\$175.00
Artisan 3 x 3m with Marquee	Marquee, weights, and setup	Per day	\$287.00

### Commercial / Merchandise Stalls

Type of stall	Equipment Provided	Duration	Fee (incl. GST)
Commercial / Merch 3 x 3m	No marquee	Per day	\$361.50
Commercial / Merch 3 x 3m with Marquee	Marquee, weights, and setup	Per day	\$473.50
Commercial 3 x 6m	No marquee	Per day	\$549.00
Commercial / Merch 3 x 6m	Marquee, weights, and setup	Per day	\$717.00

### Sydney Road Street Trader Stalls

Type of stall	Equipment Provided	Duration	Fee (incl. GST)
Sydney Road Traders 3 x 3m	No marquee	Per day	No charge
Sydney Road Traders 3 x 3m with marquee	Marquee, weights, and setup	Per day	\$199.50
Sydney Road Traders 3 x 6m	No marquee	Per day	No charge
Sydney Road Traders 3 x 6m with marquee	Marquee, weights, and setup	Per day	\$399.00

### Community Stalls

Type of stall	Equipment Provided	Duration	Fee (incl. GST)
Community 3 x 3m	No marquee	Per day	No charge
Community 3 x 3m with Marquee	Marquee, weights, and setup	Per day	\$199.50

### Power (Food and Beverage Stalls Only)

Item	Details	Duration	Fee (incl. GST)
Power – Food & Bev	1 x 10 amp	Per day	\$50.00
Power – Food & Bev	1 x 15 amp	Per day	\$60.00

### Trestle Tables and Chairs

Item	Details	Duration	Fee (incl. GST)
Furniture – Trestle Table	1 x Trestle	Per day	\$17.00
Furniture - Chairs	2 x Chairs	Per day	\$8.00



## Marquee Weights

Item	Details	Duration	Fee (incl. GST)
Marquee Weights - Full Set for 3 x 3m marquee	20kgs per leg	Per day	\$20.00
Marquee Weights - Full Set for 3 x 6m marquee	60kgs per leg	Per day	\$90.00

## Equipment Hires for Sydney Road Traders Only

Item	Details	Duration	Fee (incl. GST)
Furniture - Sydney Road Traders Café Umbrella	Price includes weights	Per day	\$116.00
Furniture - Sydney Road Traders Café Table and Chairs	1 x Café Table, 2 x Chairs	Per day	\$24.00
Cable Tray - Sydney Road Traders	4m length	Per day	\$16.00

## Event Operational Details

### Accessibility

Stallholders should consider accessibility with care. Stalls can be designed to ensure heights allow for wheelchair users and include clear visual displays and menus that have both text and pictures, and colours and font sizes are highly readable.

### Vehicles, Trailers, Caravans and Cool Rooms/Chillers

Vehicles, trailers, caravans, and cool rooms/chillers require special planning for site layout and movement. Due to these considerations, our capacity to manage them on-site is limited. As part of your expression of interest application, please provide vehicle type/s and dimensions (including draw bars) and describe your ideal vehicle layout.

### Marquees, Umbrellas and Weights

With the exception of self-contained stalls such as Food Trucks and Trailers, all sites must have a safe, professional structure, such as a marquee or umbrella, that provides durable sun and weather protection.

- **Weights:** All marquees and umbrellas must have securely attached weights. The minimum requirements are:
  - 20 kg per leg for 3 x 3 m marquees
  - 45 kg per leg for 3 x 6 m marquees or umbrellas
- **Pegging:** Use of pegs for marquees, or any other purpose, is not permitted on our event sites.

**Food Trading:** Marquees used for food trading must have three walls unless gas appliances are being used, in which case only two walls are required.

Marquees and marquee weights are not included in the stallholder site fees but can be hired via Merri-bek City Council. Hire rates through Merri-bek are at cost price. Hired marquees include weights and professional setup.

All sites are inspected for safety before any trade can commence.

### Power

Food and Beverage traders can request to hire one of a limited number of powered sites. All other stalls are not supplied with power.

Sydney Road Traders at Sydney Road Street Party can use power drawn from their businesses or self-powered Food and Beverage trucks.

Power cables must be managed in accordance with WorkSafe Victoria's industry standards (<https://www.worksafe.vic.gov.au/resources/electrical-installations-construction-sites-industry-standard>). They must be safely hung over head or run inside of a cable tray. PSOA's (Portable Socket Outlet Assembly) must also be used.

All sites are inspected for electricity and cable management safety before any trade can commence.

## **Lighting**

For Coburg Night Market a battery powered LED light will be supplied to each unpowered stall. Additional lights can be hired.

## **Furniture**

Trestle tables and chairs are available for hire at both events.

## **Gas Appliances**

Stallholders must comply with the relevant standards of all gas appliances set by Energy Safe Victoria (<https://www.esv.vic.gov.au/community-safety/energy-safety-guides/safety-work/events>). They ensure gas appliances are used safely and consider equipment, installation, ventilation and clearance, fire protection and emergency management.

All sites are inspected for gas safety before any trade can commence. No additional gas cylinders will be allowed on site unless stored in accordance with the Energy Safe Victoria standards.

## **Water**

Merri-bek City Council provides water stations for drinking water.

There will be no access to hot water on site. Stallholders needing to clean and sanitise equipment and utensils will need to bring an appliance to boil water, as well as their own water storage.

For Coburg Night Market, water storage can be refilled onsite at the end of each day, however this must be requested and confirmed in advance with the Production and Operations Manager.

## **Handwashing Facilities**

Stallholders that require hand washing must supply their own hand washing facilities.

## **Waste Management**

Stallholders are responsible for managing their own waste generated throughout the event, including suitable equipment to collect any wastewater.

Merri-bek City Council promotes recycling and composting where possible to reduce waste ending up in landfill. Stallholders must remove all waste from the site including waste, recycling, and cooking oils.

General Waste and Mixed Recycling bins will be provided for public use.

For Coburg Night Market, a cardboard waste bin will be provided. Stallholders are required to flatten cardboard boxes and place them in the bin provided.

## **Plastic Free Events**

All our events are managed under Merri-bek's Plastic Wise Policy (<https://www.merri-bek.vic.gov.au/building-and-business/projects/environment-projects>). Stallholders are required to minimise their use of packaging and use reusable event materials like banners and flags whenever possible.

The following items are not allowed at our events:

- Single-use plastic including bags, bottles (e.g., water, soft drinks), cups, plates, bowls, straws, cutlery, and take-away containers



- Compostable plastic cups, plates, bowls, straws, cutlery, and takeaway containers
- Non-recyclable packaging
- Avoidable plastic packaging like cling wrap, plastic bags, or similar
- Balloons

Exemptions can be obtained for coffee and ice cream traders who cannot find alternative single use cups. Sydney Road Traders can trade as normal from inside their premises.

### **Performances, workshops or activities**

It may be possible to facilitate a performance, workshop, activity, or seating area as part of your stall. The details need to be planned and confirmed in advance via the expression of interest process.

## **Event Planning Process**

### **Expressions of Interest - Information Session**

If you are interested in submitting an Expression of Interest (EOI) and would like to find out more information, we will be holding an online EOI Information Session on **6:00pm to 7:30pm, Thursday 25 July 2024**. [Click here to register \(https://events.teams.microsoft.com/event/9d405d3b-dbbf-4e08-a1b6-3baf474de501@fd1e4787-5974-4ae8-ac86-93ab2fd52107\)](https://events.teams.microsoft.com/event/9d405d3b-dbbf-4e08-a1b6-3baf474de501@fd1e4787-5974-4ae8-ac86-93ab2fd52107).

### **Expressions of Interest - Application Deadline**

Expressions of Interest close **11.59pm, Wednesday 21 August 2024**.  
Late applications will not be eligible for consideration.

### **Stallholders notified of outcome**

All successful and unsuccessful applicants will be notified of their Expression of Interest outcome by Wednesday 4 September 2024.

### **Waitlist**

As there is limited capacity at these events, a waitlist will be held for stallholders that meet the selection criteria. Stallholders on the wait list may be offered a site should a space become available.

### **Payment Process**

Once stallholders have been selected, you will receive confirmation via the Expression of Interest form. The confirmation will prompt you to upload any final documents and details, as well as to make payment.

Stallholders that have not paid their fees prior to event day will not be permitted on site.

**Coburg Night Market Stallholder Payment due:** Monday 30 September 2024

**Sydney Road Street Party Stallholder Payment due:** Friday 8 November 2024

### **Cancellation/Refunds**

There are no refunds or credits for failing to attend the event for any reason, nor are there any refunds or credits on power or equipment hired and not used. Council reserves the right to cancel the event under any circumstances that pose a reasonable risk to stallholders, the public or staff (including but not limited to inclement weather) whereby there will be no claims for loss made against Merri-bek City Council by stallholders.

### **Insurance**

Stallholders must have Public Liability Insurance at a minimum of \$20 Million for Food and Beverage traders or \$5 Million for all other stallholders. You will need to send us a digital copy of your Certificate of Currency if your Expression of Interest is successful.

Merri-bek City Council's Public Liability Insurance is available for a limited number of first time Artisans and Community Stalls only, who cannot provide their own. In this case, there will be an option to apply for Merri-bek City Council Public Liability Insurance Cover once your Expression of Interest is successful.

### **FoodTrader**

Food and Beverage traders are required to hold a current FoodTrader account. This ensures that your food service is registered with a local government authority and can legally trade. <https://foodtrader.vic.gov.au>

If selected, Food and Beverage traders will be required to lodge a Statement of Trade for the event via their FoodTrader account.

### **Alcohol**

Coburg Night Market is a licensed site with bars operating during the event. People under the age of 18 are required to attend the event with their parents or guardians.

Stallholders can express interest in selling takeaway alcohol products. Permission will be required from our Bar Manager, who holds the liquor license, and stallholders will require a Producers License. Stalls will not be able to sell alcoholic drinks to be consumed onsite. Samples and giveaways must adhere to the licensing requirements as directed by the Bar Manager.

Sydney Road Street Party is alcohol-free. The sale of alcohol, either as take-away or for consumption, is not permitted from stalls. Venues with existing licenses can operate within their existing redlines only.

### **Working with Children**

Merri-bek City Council is a Child Safe organisation and has zero tolerance for child abuse. Stallholders who plan to interact directly with children are required to provide Working with Children Checks for staff.

### **Stall Allocation**

Stallholders will receive their site allocation and site plans prior to the event.

Stall activities are restricted to the space allocated, i.e. 3x3m or 3x6m marquee or Food truck/trailer. A small back of house area may be available and will be discussed in advance. These areas must be kept tidy and free from waste. Any paths or areas outside of your allocated space must remain clear and unobstructed. This includes A-frame signs and any other possible trip hazards.

For Sydney Road Street Party, Sydney Road Traders have priority for the space directly in front of their shop. If not registered via the Expressions of Interest process, the space will be allocated to other stallholders. Footpaths between the marquee and shop front must be kept clear for pedestrians.

### **Stallholder Briefing**

An online Stallholder Briefing will occur for all successful applications of each event. It is compulsory for all participating stallholders to attend as important event information will be provided at each Briefing.

**Coburg Night Market Stallholder Briefing:** 6:00pm to 7:30pm, Thursday 7 November 2024 (online)

**Sydney Road Street Party Stallholder Briefing:** 6:00pm to 7.30pm, Tuesday 11 February 2025 (online)

### **Safety Induction**

A mandatory safety induction will be provided to each stallholder to complete online. Stallholders will not be permitted onsite without it, and this will be checked by event staff on the day.

**Coburg Night Market Induction Deadline:** Thursday 28 November 2024

**Sydney Road Street Party Induction Deadline:** 25 February 2025

## Event Delivery

### Bump in

Stallholders will be assigned a time to bump in (entering the site and setting up). This will be during the morning of the first event day. Event Staff will oversee bump-in and bump-out and are here to help. Please ensure you treat Event Staff and other stallholders with respect and patience on the day.

### Event Ready

All stalls will be inspected by Event Staff including the Production Operations Manager, Stall Manager and Merri-bek City Council's Environmental Health Team before being able to trade. All stalls must be ready to trade half an hour before the event opening time.

### Bump Out

All stalls and equipment must be bumped out (packed up and removed from site) the evening of the final event day. Event Staff will manage this so please be patient as they make this process safe for everyone. Charges will apply for the removal or disposal of waste and items left by stallholders.

For Coburg Night Market, marquees and food trucks will stay in place overnight on the Friday and Saturday evenings. We advise to take any valuables including stock with you each night as the park is a public space, and we cannot guarantee the safety of your belongings.

### Security

Security is onsite during bump in and event times. The primary job of the security team is to manage crowds and safety.

For Coburg Night Market overnight security will be present, however we advise to take any valuables including stock with you each night as we cannot guarantee the safety of your belongings.

For Sydney Road Street Party security will assist in clearing the streets and asking pedestrians to use the footpaths before bump out begins.

### First Aid

First Aid facilities will be available onsite and may be used in an emergency to supplement a stallholder's own facilities. Stallholders are required to provide their own First Aid kit suited to their stall activities.

### Smoke Free Event

Smoking is banned from all outdoor dining areas including food fair events such as Coburg Night Market and Sydney Road Street Party.

### Photography and Filming

Merri-bek City Council events are attended by professional photographers and videographers. If you do not want to be filmed or photographed, let the photographer/videographer know.

## Submit Your Application

Submit your application for Coburg Night Market here:

<https://merribekcitycouncil.snapforms.com.au/form/coburg-night-market-2024-stallholder-expression-of-interest>

Submit your application for Sydney Road Street Party here:

<https://merribekcitycouncil.snapforms.com.au/form/sydney-road-street-party-2024-stallholder-expression-of-interest>

Applications close 11.59pm Wednesday, 21 August 2024.

For assistance email [festivals@Merri-bek.vic.gov.au](mailto:festivals@Merri-bek.vic.gov.au) or phone 9240 1111.