



Merri-bek
City Council

Merri-bek City Council

Stallholder Expression of Interest (EOI) Information Session

Coburg Night Market 2025

We are recording this webinar



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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.

Agenda



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| | |
|---|--|
| 1 | Acknowledgment of Country Naretha Williams, Executive Producer at Festivals Merri-bek |
| 2 | Agenda, Team Introductions Naretha Williams, Executive Producer at Festivals Merri-bek |
| 3 | Coburg Night Market Overview Key Dates and Timelines Guidelines Overview Stallholder EOI Forms Fred Chuang, Festivals Officer at Festivals Merri-bek |
| 4 | Q&A |

Introductions



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Executive Producer - Naretha Williams

Festivals Officer - Coburg Night Market - Fred Chuang

Festivals Officer - Fawkner Festa, Brunswick Music Festival, Sydney Road Street Party - Rosie Hazell

Festivals and Permits Officer - Community Events - Rosalie Baylor

Production and Operations Manager – Kelly Harrington

Stallholder Manager - Tennille Mutton





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Coburg Night Market 2025

Overview

Coburg Night Market Event Overview

🌞 A summer favourite in Melbourne's north
over three afternoons and evenings in December

👥 28,000+ attendees in 2024
A free, family-friendly celebration of local food, music,
and community spirit

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

🎵 Features:

1 live music stage
activity zones, Chill-out zone
~80 artisan stalls & food vendors
Licensed site

Important Dates

Event dates:

5:00pm to 10:00pm, Thursday 11 December 2025

5:00pm to 10:00pm, Friday 12 December 2025

12:00pm to 10:00pm, Saturday 13 December 2025

Bump In: Thursday 11 December

Bump Out: 10:00pm to 11:00pm, Sunday 14 December 2025

Key EOI Dates

Important Dates

Stallholder EOIs Close: 11:59pm Monday 25 August 2025

Stallholder EOI Outcome Notification: Friday 5 September 2025

Coburg Night Market Stallholder Payment due: Friday 26 September 2025

Compulsory Stallholder Briefing:
6:00pm to 7:30pm, Thursday 6 November 2025 (online)

Compulsory Completion of Online Safety Induction due:
Thursday 27 November 2025



Stallholder Guidelines Overview



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The guidelines are to help you through the entire process, from your Expression of Interest to the delivery of a safe and successful event.

They include information like:

- Key Dates
- Stallholder Fees
- Event Operational Details
- Event Planning Process
- Event Delivery
- EOI Application Links

The guidelines can be found on Coburg Night Market website:

<https://www.merri-bek.vic.gov.au/globalassets/website-merri-bek/areas/exploring-merri-bek/arts-merri-bek/festivals-and-major-events/coburg-night-market/arts-and-culture---coburg-night-market-2025---stallholder-guidelines.pdf>



Event Operational Details

General Safety Requirements | PoPE Compliance Place of Public Entertainment Permit

BYO marquees are discouraged and must be certified

Safety inspections occur before trade begins

Non-compliant stalls may not be allowed to operate

Mandatory Attendance

- Stallholder Briefing – attendance required
- Safety Induction – attendance required

Refund Policy

Once confirmation is received and payment is confirmed;
no refunds will be provided.

Stallholder Requirements

Food:

Current FoodTrader Certificate required

Closed Alcohol Sales:

Only sealed, unchilled, prepackaged takeaway alcohol is permitted.

Plastic-Free:

No single-use plastics (bags, bottles, cups, plates, straws, cutlery, containers)

Smoke-Free Event

Insurance

Hold current Public Liability Insurance (PLI) with a minimum coverage of \$20 million.

Expression of Interest



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How to Apply – Stallholder EOI

Apply via Snapform

The form will guide you through:

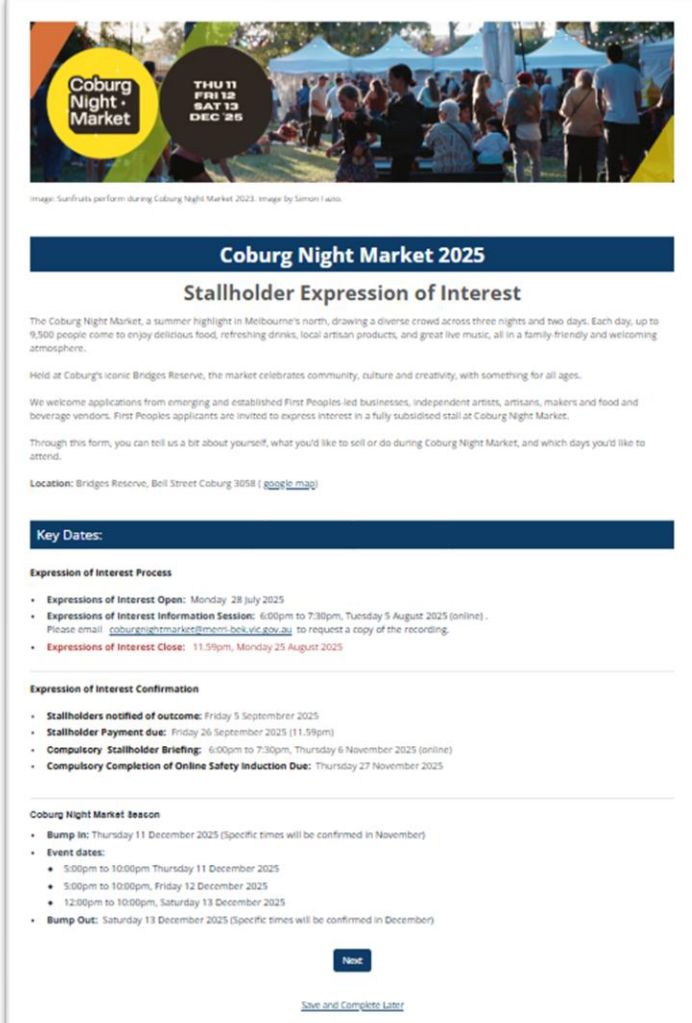
- Stall category & site size
- Marquee or food truck setup
- Power and equipment options

If You're Successful

- You'll confirm final setup and documents
- You'll receive payment instructions
- Stallholder fee is due before confirmation

What You'll Need to Provide

- Contact details, ABN
- Business details – stall and product images, menu, average price
- Stall setup details, cooking processes & equipment needs.



The screenshot shows a digital form titled "Coburg Night Market 2025 Stallholder Expression of Interest". At the top, there is a header image with a yellow circle containing "Coburg Night Market" and a black circle with the dates "THU 11 FRI 12 SAT 13 DEC 25". Below the header, the form text describes the market as a summer highlight in Melbourne's north, drawing a diverse crowd. It mentions the location as Bridges Reserve, Bell Street Coburg 3058, and provides a link to a map. The form is divided into sections: "Key Dates", "Expression of Interest Process", "Expression of Interest Confirmation", and "Coburg Night Market: Season". The "Expression of Interest Process" section lists key dates: Expressions of Interest Open (Monday 28 July 2025), Expressions of Interest Information Session (6:00pm to 7:30pm, Tuesday 5 August 2025 online), and Expressions of Interest Close (11:59pm, Monday 25 August 2025). The "Expression of Interest Confirmation" section lists: Stallholders notified of outcome (Friday 5 September 2025), Stallholder Payment due (Friday 26 September 2025 11:59pm), Compulsory Stallholder Briefing (6:00pm to 7:30pm, Thursday 6 November 2025 online), and Compulsory Completion of Online Safety Induction Due (Thursday 27 November 2025). The "Coburg Night Market: Season" section lists: Bump In (Thursday 11 December 2025), Event dates (5:00pm to 10:00pm Thursday 11 December 2025, 5:00pm to 10:00pm Friday 12 December 2025, 12:00pm to 10:00pm Saturday 13 December 2025), and Bump Out (Saturday 13 December 2025). At the bottom right, there is a "Next" button and a "Save and Complete Later" link.

Stall Categories



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Stall Type

| Food and Beverage Stall | | Artisan & Craft Stall | Commercial & Merchandise Stall | Merri-bek City Council Units |
|---|---|--|--|----------------------------------|
| 3x3m Site - \$224 6x3m Site - \$448 | 3x3m Site - \$170 6x3m Site - \$301.50 | 3x3m Site - \$99 6x3m Site - \$159.40 | 3x3m Site - \$99 6x3m Site - \$159.40 | 3x3m Site |
| Powered Site Available to hire Additional Power | Unpowered Site | Unpowered Site | Unpowered Site | Unpowered Site |
| 1 x 15 Amp power 2 x 15 Amp power | 1 x Battery-powered LED light | 1 x Battery-powered LED light | 1 x Battery-powered LED light | 1 x Battery-powered LED light |
| <p>Equipment Hire available to hire per day</p> <ul style="list-style-type: none"> • Marquee (Weights and setup included) • Marquee Weights (1 set of ballast) • LED Light • Furniture - Trestle Table and Chairs (set of 2) | | | | |

Selection Criteria



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Local Preference

Priority for stallholders based in Merri-bek



Product Quality and Uniqueness

Quality and uniqueness of the products or food offered



Stall Presentation

Stall setup, including aesthetics and adherence to physical constraints



Experience & Reliability

Stallholder's retail and business experience, as well as their financial situation



All 3 Days Preferred

Priority for stallholders committing to the full weekend



Small-Scale Makers

Small-scale makers and businesses over those with commercially manufactured products



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Questions and conversation

Submit your EOI Now



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Stallholder EOIs Close:

11:59pm Monday 25 August 2025

Stallholder EOI Outcome Notification:

Friday 5 September 2025

To submit an EOI for Coburg Night Market 2025 visit:

Merri-bek City Council website - Coburg Night Market

<https://www.merri-bek.vic.gov.au/exploring-merri-bek/arts-merri-bek/festivals-and-major-events/coburg-night-market/>

For further enquiries, please email us at

coburnightmarket@merri-bek.vic.gov.au

