



## **Expression of Interest St Kilda Twilight Market 2016/ 2017**

**Please read the following information before completing your  
application via the online form**

**You may request a standard form to fill out  
email:- [\\_stkildatwilightmarket@gmail.com](mailto:_stkildatwilightmarket@gmail.com)**

**For more information email [stkildatwilightmarket@gmail.com](mailto:stkildatwilightmarket@gmail.com) call 0402 119 719 or  
visit our website  
[www.stkildatwilightmarket.com](http://www.stkildatwilightmarket.com)**



## **INTRODUCTION**

### **St Kilda Twilight Market 2016 / 2017**

Hi and Welcome to the St Kilda Twilight Market.

St Kilda Twilight Market will operate for 10 evenings through Summer from Early December to Late February.

The St Kilda Twilight Market is held in O'Donnell Gardens next to Luna Park on Acland St.

The beautiful O'Donnell Gardens have been a meeting place for decades for locals and tourists who come to St Kilda to enjoy the unique diversity and quality of life by the sea.

The O'Donnell Gardens will be re-invented on each of the market evenings to create a vibrant village for people to meet, shop, eat, and relax in a beautiful environment.

The St Kilda Twilight Market will run Thursday evenings (5pm to 10pm)

**Applications are now being taken for General Stalls and Food vendors**

*There is a limited number of each and priority will be given to those that meet the general criteria.*

## GENERAL INFORMATION

### St Kilda Twilight Market Criteria

St Kilda Twilight Market aims to create a space in the O'Donnell Gardens that is recognized as one of the most beautiful markets in Australia.

To be a vendor at the St Kilda Twilight Market you must participate in all 10 markets. There will be no refund for cancellation of markets.

You may sub lease your stall once throughout the season, however this tenant must be approved by the market management and fill in a Stall Holder Application Form. 7 Days notice is required for this to occur.

You must have and provide an active email account and a mobile phone so you are easily contactable.

There are a few general casual stalls available each week but places are very limited and in high demand and operate on a first in, best-dressed basis. There are no casual food vendors.

Presentation of your stall is very important. Everything you do in presentation shapes the ambiance and style of the market and will be important in assessing your application.

Please give due consideration to your signage, products, marquee and personal lighting.

You must bring your own marquee, trestle table, umbrella or whatever you need to use for set up.

**No pegs or stakes are allowed into the ground surface.**

Marquees, Umbrellas or other stall structures must be sufficiently weighed down using sufficient water weights or sand bags.

The O'Donnell Gardens has restricted vehicle movement. Vendors are expected to be patient and work with each other to ensure a smooth entry and exit. The directions of St Kilda Twilight Market Staff and security must be followed at all times.

### Power & Lights

We have allocated **100 Watts** of power for each of the general stalls. We will run power to the rear of your stall.

Your own electrical equipment must be tag and tested by a suitably qualified person. If it is not tagged you can not use it.

If you require this service please let us know and we will provide a qualified electrician to tag and test your equipment and leads on the first night for a small fee.

**Check the amount of watts your lights are using. Energy efficient globes these days are as low as 9, 11, 12 Watts and are as strong as the old 60 watt globes. Be creative and funky the better your stall looks the more attention you will attract !**

## **General Stalls**

Acceptance of your stall is based on quality, design and diversity. The design of your marquee and stall, signage and lighting will help deliver a better response from the public attending the market. This is a consideration when assessing your application.

Products of all kinds are accepted, however those that have an environmental, recycled, hand crafted or organic nature to them really excite us. We also look for stalls that have ethical principles of manufacture behind them.

Here are some examples of what we are looking for:

Vintage and imported fashion, jewelry and handmade fashion accessories. Artistic works from paintings, drawings, sculpture to graphic design and photography. Curiosities, instruments, plants, unique toys, furniture, collectables, holistic services, bottled produce and transport.

## **Food Vendors**

The St Kilda Twilight Market is looking for applications from people who love food and deliver unique cuisine made with high quality fresh produce.

Well designed stalls and signage will contribute to the look and feel of the market and is considered an important part of your presence at the market. Organic products and those with strong sustainable qualities will be given preference.

Unhealthy food suppliers will not be accepted.

There is limited power in O'Donnell Gardens so observance of power allocations is incredibly important.

The O'Donnell Gardens is one of the most beautiful spaces in Melbourne and has strong heritage and environmental values. Fines and penalties are in place to ensure that the park is maintained and that the SKTM has little to no impact on the Gardens.

We can make sure we maintain the quality of the Gardens by doing the following

- No glass.
- Only use recycled and or bio degradable food packaging. i.e. wooden cutlery, biodegradable straws
- All rubbish, packaging, boxes to be removed from site at the end of the Market each week

# TRADING DATES AND TIMES

## St Kilda Twilight Market 2016/2017 Trading Dates - TBC

December 1,15,22

January 5,12,19

February 2, 9, 16 & 23

Load In/ Set Up is between **1pm and 4pm:**

Trading Hours **5pm-10pm:**

Pack Up **10.00 pm**

Vehicles will be allowed back on site to bump out when it is deemed safe. - This happens somewhere between 10.15 & 10.30pm

All stalls and vehicles must be packed up and offsite by **Midnight. No Exceptions.**

Location:

O'Donnell Gardens, Acland Street, St Kilda: Entry via Shakespeare Grove Car Park Only

## APPLICATION PROCESS

The St Kilda Twilight Market involves many people moving through the space to set up and pack down in a very short period of time, we require everyone to work together to ensure we deliver the very best market possible.

Permit conditions will be enforced if need be to maintain a market that is fair and equitable for all involved.

- ⤴ Read all the pages and sections.
- ⤴ Fill out the Stall Holder Application form:
- ⤴ Save the application page by /file/save as/your business name/EG. "*Cloudy Candles Application*". and email it back to: [stkildatwilightmarket@gmail.com](mailto:stkildatwilightmarket@gmail.com)

- ⤴ Include 2 or 3 images of your product, signage and stall. Email small images (less than 1MB) using your stall name.
- ⤴ We will notify you of your success via email or phone.
- ⤴ Successful applicants will be emailed a Stall Holder Information Pack which will include an indemnity form to be signed, payments details, public liability information, a map and other necessary details.
- ⤴ A meeting will be held with all successful stall holders in the days prior to the first market for everyone to meet each other and pre-market issues to be covered.
- ⤴ All stall holders are expected to hold their own relevant public liability insurance.

## Stall Fees for the 2016 / 2017 Season

STALL	DURATION	WEEKLY COST	SEASON	GST	TOTAL COST
Permanent Stall	10 Weeks	\$75.00	\$750.00	\$75.00	\$825.00
Permanent Corner Stall	10 Weeks	\$85.00	\$850.00	\$85.00	\$935.00
Food Stalls	10 weeks	\$350.00	\$3,500.00	\$350.00	\$3,850.00
Casual*	On notice	\$95.00	N/A	\$9.50	\$104.50

Limited stalls.

\*Prices may vary pending location and size and are very limited in number

Each stall is allocated a 3m x 3m space

Negotiations for larger stall space is possible and additional fees will apply on a case by case basis.

## PAYMENT DETAILS

Payment can be made by **direct debit**.

Payment details and an invoice will accompany the Information Sheet sent to successful stall applicants.

We look forward to hearing from you!

