

Sunday Market at Southgate application information

Statement of Intent

SOUTHGATE PRESENTS
SUNDAY MARKET
Meet the Makers

After more than two decades positioned around the Arts Centre, the Sunday Market is embarking on a new journey; moving next door to the Southgate Complex!

The familiar sights and sounds that have defined the market for years will now find a new backdrop, all undercover, over 3 levels; complemented by some of Melbourne's long standing and much-loved cafes and restaurants.

With echoes of nostalgia and the anticipation of discovery, the relocation of the Sunday Market opens doors to new opportunities and connections for both vendors and visitors alike, ensuring that its legacy of community, commerce, and creativity continues to thrive in its new home.

The Sunday Market at Southgate showcases the local artisans of Melbourne and will also feature weekly entertainment, to drive visitors into the centre! Come and meet the makers and artists face-to-face and learn about their products and what inspires their work.

Sunday Market
Every Sunday
10am to 4pm

Management

The Sunday Market will be contained completely within the Southgate Complex and managed by team of representative from Southgate;

- The management team who will assist with your application and day to day queries, plus the promotion of the Sunday Market
- The facilities team who ensures the lights are on, plus any general maintenance issues
- The 24 hour security team, who will ensure your safety, and
- The on site cleaners, with 1 dedicated cleaner each Sunday, to ensure the malls are clear of any rubbish or spills

Stallholder Applications

The process to apply for a stall at the Sunday Market is as follows:

- 1) Carefully read this whole document.
- 2) Complete the application form (pages 5 – 7). You must answer all questions. Incomplete forms will not be processed and will only delay your application.
- 3) Include good quality photographs of your proposed stall set up. Why do we ask for these? We want to see how well you merchandise your products in the specified space.
- 4) Send your application form and photographs to the below address. If you post your application and samples and wish to have them returned to you by post, please ensure you include a stamped, self-addressed envelope/packaging.
- 5) Your application will be acknowledged as received.
- 6) Your application and samples will be assessed.
- 7) You will be notified by email of the outcome of that assessment.
- 8) If your application is successful, you will receive further email communications which will include the provision of a Stallholder Agreement for signing. A start date and further administration and logistics concerning your commencement will be addressed at this time.
- 9) If your application is unsuccessful, you will be advised at point 8

The completed Application Form, photos of your proposed stall set up can be emailed to fran.hutcheson@esr.com

Products

Southgate is wanting to continue to celebrate the Sunday Market being the only Makers Market in Melbourne, as such, all products sold by stallholders at The Sunday Market **MUST** be made by the applicant (which is you, the stallholder) personally, and made in Australia. No exceptions. Applications to trade products that are design only, clearly imported, factory manufactured, purchased from a wholesaler or that we consider inappropriate for display at the market (e.g. discriminatory or offensive material) will not be considered.

In order to ensure there is always an interesting and varied selection of products on sale at our market we will carefully manage the number of stallholders selling similar products.

Trading Hours

The Sunday Market is open every Sunday 10am – 4pm.

Stallholders must be ready to trade by 10am.

If you are unable to trade on any given Sunday, a point of contact will be provided for you to notify.

Stalls are to remain set up and trading until 4pm.

Packing up is to occur after 4pm.

southgate

Stall sizes, fees & inclusions

One trestle table and black cloth will be provided as part of your stall set up. This will be in position each Sunday, ready for your arrival.

Your trestle table will measure 1835mm long x 762mm wide x 736 mm high

No sites are powered.

Basic racks are being considered for purchase, for stall holder use.

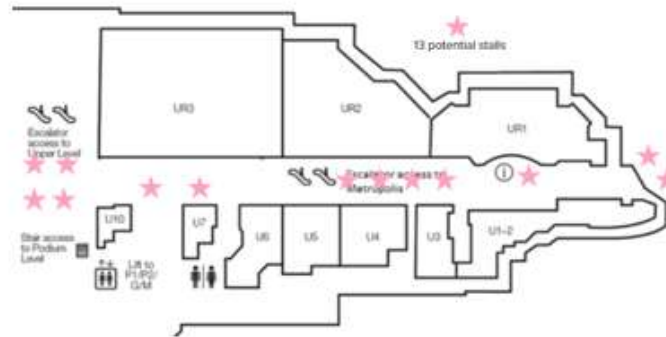
The weekly fee is currently being finalised; likely to be in the vicinity of \$60, plus gst.

Southgate is investigating the logistics of 1 complementary car parking space, in the Southgate Car Park, for market stall vendors. There are goods lifts / public lifts that access each level of Southgate, from the Southgate Car Park.

At least 34 potential locations have been earmarked for market vendors, as follows:

Possible stall locations

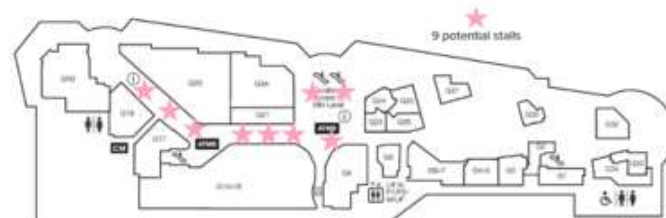
Upper Level



Mid-Level



Grund Level



Allocation of trading dates and sites

The Sunday Market is curated to ensure the market is presented with an interesting and varied mix of product each Sunday.

Once you have been accepted to trade at the Sunday Market at Southgate, trading dates will be allocated in advance. Stallholder's product and advised availability in context with all other stallholders will be taken into consideration when allocating trading dates. There is no guarantee you will be allocated to trade if you only put forward one or a limited number of dates when responding to an expression of interest to trade email, especially at peak times of the year or in highly saturated product categories. It stands to reason, the more unique your product, and/or the more dates you put forward, the more opportunity there will be trade.

Stall site numbers (i.e, position of your stall within the market's footprint) are advised to stallholders the week of trade.

A stall left vacant by the absence of a stallholder may be occupied (for that day only) by another stallholder.

Other

Stallholders are required to use the equipment as provided.

Applications to utilise additional display equipment should be included in your application. Stallholder equipment must not be exceedingly tall or bulky and when set up in the mall space it should not limit the line of sight to any neighbouring stalls' product or any of Southgate's permanent traders.

Before commencing trade at the Sunday Market at Southgate, stallholders must produce evidence of a valid Certificate of Currency (Insurance) for Public Liability of not less than AUD\$10 million and Products Liability of not less that AUD\$10 million. If you are a new stallholder and not trading commercially or at any other market, we suggest you wait until you are accepted before purchasing any insurance.

Sunday Market at Southgate Stallholder Application

Date of Application: _____

Applicant Details

First Name: _____ Surname: _____

Company Name: _____ ABN: _____

Address: _____

Suburb: _____ Postcode: _____

Phone: _____ Mobile: _____

Email: _____

(Apart from market day emergencies, communication with new or existing stallholders will be via email)

Website: _____

Social Media: _____

Please indicate the nature of your application:

New Application , or

Variation of product/additional product (existing stallholders)

If you are submitting a new application, please indicate how often you think you will wish to trade, e.g. as much as possible, couple of times a month, once a month, every now and then? Bear in mind, the requirement to trade a minimum of 6 Sundays per year (Jul – Jun, pro-rata).

