



Adapted Coburg Night Market

2020 Stallholder Guidelines



Due to the impacts of COVID-19, in 2020, the Coburg Night Market will be re-imagined as both a small-format laneway shopping experience, *Makers Lane*, and an online market place. The adapted Coburg Night Market program will exclusively support artists and artisanal makers who live, work and study in Moreland.

Adapted Coburg Night Market Program

Makers Lane (live event)

Coburg Night Market presents *Makers Lane* will take place over three weekends in December. The event will take place in Page Street, Coburg with direct pedestrian access from Sydney Road. Ten stallholder sites will form the market each day, featuring bespoke, high quality handmade, artisanal and vintage goods. The event site will be gated at each end of the laneway to manage capacity in line with COVID-19 directives at the time of event delivery. The format will aim to replicate the atmosphere of the usual Bridges Reserve event on a much smaller scale while ensuring a safe environment for staff, contractors, participants and attendees.

Due to the ongoing impact and unpredictability of COVID-19, *Makers Lane* will be subject to Victorian State Government directives and COVID safe practices in terms of its operation and its ability to proceed.

Makers Lane Market Dates

Saturday 5 December

Sunday 6 December

Saturday 12 December

Sunday 13 December

Saturday 19 December

Sunday 20 December

All market days will operate from 10am – 3pm

Location

Page Street, Coburg (laneway between Sydney Road and Russell Street)

Online Marketplace

Coburg Night Market Online will run as a campaign for approximately 2 weeks (Friday 4 December – Sunday 20 December). The digital component of the program will be delivered without impact by COVID-19 restrictions or implications.

Coburg Night Market Online Dates

Friday 4 December – Sunday 20 December

Application Information

What we are looking for

We are looking for bespoke and artisan fashion, accessories, art, homewares, artisan toys, gourmet packaged foods and vintage wares by Moreland based artists and artisanal makers.

Who is eligible

Businesses must be operated by those who live, work or study in Moreland.

How often can you trade?

Businesses can operate for 1-2 days over a single weekend only. Availability will be subject to demand with an aim to support as many small businesses as possible within the curatorial framework of the event.

Fees

There will be no charges to participate in the adapted Coburg Night Market program, including both Makers Lane and Coburg Night Market Online.

Supplied Infrastructure

Due to COVID-19 constraints, Festival Organisers will supply a basic infrastructure pack to each stallholder. Stallholders are not permitted to supply their own marquee. Minor items such as additional furniture is permitted if necessary, however will be subject to COVID safe practices, including sanitisation.

There is no charge to stallholders for supplied infrastructure.

Selection Criteria

- Quality, uniqueness and market appeal of products
- Quality, uniqueness and market appeal of stall set up, including aesthetics and any physical constraints
- Applicant's retail and business experience including the quality and effectiveness of business marketing platforms and content
- Flexibility and ability to fit in with other stallholders and to work with Festival Organisers
- Overall event product mix

Selection Process

A panel consisting of four Moreland City Council Festivals and Economic Development Officers assess and select stallholders based on the selection criteria.

Key Application Dates

APPLICATIONS CLOSE	Sunday 20 September, 11.59PM
APPLICANTS NOTIFIED OF OUTCOME	Monday 12 October
COMPULSORY STALL HOLDER INDUCTION	Monday 16 November

Program Package

Makers Lane Stall

- 1 x 3m x 3m marquee with roof and 3 sides
- 1 x trestle table
- 2 x chairs
- 1 x 10 amp power on request

Shared change rooms for public use (if permitted), COVID-19 signage and infrastructure will be provided and managed by Festival Organisers.

Any electrical equipment brought on site must be tested and tagged.

No stall or basic infrastructure fees will be charged for Makers Lane.

Coburg Night Market Online

- 1 x business profile including primary image, short description and link to applicant's e-commerce site
- 1 x guaranteed social media post
- Supported by comprehensive adapted Coburg Night Market marketing campaign primarily driving online sales

Guidelines

Cancellation

Stallholders are required to attend every market day they book. As there are no fees it is expected that stallholders will trade in good faith.

Wait List

As there is limited capacity at the market and no fees applicable, a wait list will be held for stallholders that meet the selection criteria. Businesses on the wait list may be offered a place in the event of cancellations by successful stallholders.

Insurance

Stallholders must have public liability insurance; for a minimum of \$10 million, which covers them for the activities they undertake at the market. A copy of the public liability insurance Certificate of Currency will be requested from successful applicants.

Safety

Moreland City Council maintains high levels of site occupational health and safety. It is the responsibility of the stallholder to operate their stall in a safe manner and to fully implement any regulatory requirements to achieve this.

COVID-19

In addition to event safety and risk management policies, all participants will be required to adhere to specific COVID-19 related policies and directions including regular stall sanitisation by Festival staff and/or contractors.

Set Up/Pack Down

Overnight security will be onsite in between market days. We advise that stock and any valuables are packed down, removed from the site and set up again the following day. More information will be provided by the Stalls Manager following the selection process.

Smoke Free Event

Smoking is banned at all Moreland City Council events.

Sustainability

In 2019 Moreland endorsed a Plastic Wise Policy, moving towards eliminating the use of single-use plastic at Council-produced events. Participating businesses at *Makers Lane* are required to minimise the quantity of packaging used and produced on site.

Please refer to the Plastic Wise Events Information Sheet on the Coburg Night Market page on the Moreland City Council website for more information.

The following items are NOT PERMITTED at the event:

- Single-use plastic bags
- Single-use plastic bottles (i.e. water, soft drinks, etc)
- Avoidable plastic packaging such as cling wrap, plastic bags or similar
- Balloons

Re-usable event materials such as promotional banners and flags are encouraged to be used where possible. The event site must be left litter free and returned to pre-event conditions.

Please note that disposable masks will be permitted for use at the event.

Stallholder Licence

Successful applicants will be issued with a market licence. The licence is subject to stallholders complying with the terms set out in this document and any other documentation or direction given to them by Festival Organisers. In addition:

- The applicant may sell only goods or services listed on their licence
- While Festival Organisers aim for a balanced mix of goods and services, no product exclusivity will be guaranteed
- The applicant must maintain the highest possible standards of presentation and service
- Festival Organisers reserve the right to give further directions regarding stall set up and signage
- The proposed licence is not assignable or otherwise transferable
- The licence may be terminated by Festival Organisers without notice for a breach of the terms set out in this document, or for any other reason whatsoever by giving seven days written notice

Terms and Conditions

- Council reserves the right to select stalls based on achieving a balanced mix of goods and services for the event. All decisions are final and no negotiation will be entered into.
- Council reserves the right to refuse incomplete applications.
- The Festival Organisers, at their discretion, may direct a stallholder to leave if their behaviour is deemed offensive or unsafe.
- 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 COVID-19 implications and inclement weather) whereby there will be no claims for loss made against Moreland City Council by stallholders.
- Stallholders must remain on site for the duration of the event. There is no early pack up at this event.
- Stallholders must abide by any lawful direction by event staff on the day of the event.

Privacy and Declaration

Moreland City Council has a privacy policy in relation to the collection and use of your personal information.

Moreland City Council is collecting the information on this form submitted by you for the purpose of assessing your application for stalls for the adapted Coburg Night Market including Makers Lane/Coburg Night Market Online 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 Moreland City Council's legal advisers for purposes associated with your licence. Part of this information, that is, business name, goods/services details and stall 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 Moreland City Council and why, that they can request access to that information if they wish and that Moreland City Council will not disclose that information to third parties.

By submitting your application, you confirm that:

- You have read the above and acknowledge the collection and use of your personal information as outlined above in this form
- You have read and understand this document and agree to its terms
- You are a permanent Australian resident
- You are not currently an insolvent or a bankrupt pursuant to Bankruptcy Act 1966
- To the best of your knowledge the information you provide is true and correct in every detail at the time of making an application

Submitting Your Application

Submit your application for the adapted Coburg Night Market 2020 by filling out this online form.

Stallholder applications close 11.59pm, Sunday 20 September 2020.

To enquire about your application email coburnightmarket@moreland.vic.gov.au or phone 9240 2378.