



NewQuay Designer Market

Expression of Interest

A **MAB** Project



NewQuay Designer Market

INTRODUCTION

The inaugural NewQuay Designer Market will provide a platform for designers and artists to showcase and sell their works to the industry and general public.

The purpose of the Market is to introduce fashion to the well known dining precinct at NewQuay. Located on the waterfront at Docklands, the NewQuay Promenade is recognised as one of the most sought after places to live, work, play and stay in Melbourne.

A new partnership has recently been formed with Racing Victoria and NewQuay for the 2008 Spring Racing Carnival for a large-scale event and marketing campaign. It is intended that the NewQuay Designers Market will provide an introductory link to fashion in the lead up to the Spring Racing Carnival. The Market will be launched as part of the Melbourne Spring Fashion Week program in September.

The main focus of the Market is fashion and accessories, with support from other designers and artists. It is envisaged that stalls profiling the following contemporary and individual goods will be at the Market:

- Clothing – women, men, children
- Jewellery
- Hats and accessories
- Bags
- Arts, crafts and photography
- Pet accessories
- Fresh flowers and plants

The above suggestions are not to be regarded as limitations for stallholder applications, but are listed as a guideline. Any other creative applications will be gladly accepted and considered.

OBJECTIVES

The objectives of holding the NewQuay Designer Market are as follows:

1. To develop and run a monthly Market from September 2008 – April 2009 to provide Docklands residents and visitors with an interesting and unique shopping experience.
2. To provide an opportunity for designers and artists to showcase their goods.
3. To develop a forum for designers and artists to network and increase the awareness of their talents.
4. To create an awareness within Melbourne of a fashion, food and wine offering available at NewQuay through Melbourne Spring Fashion Week and the Spring Racing Carnival.

CRITERIA

Designers and artists who wish to participate in the Market must meet the following criteria:

1. Must be based in Victoria
2. Goods must be designed or made by the stallholder/s
3. Second hand goods will not be permitted unless recycled into a new product.



LOCATION

The NewQuay Designer Market will be held on the Promenade Forecourt at NewQuay. NewQuay is located on the corner of Harbour Esplanade and Docklands Drive, Docklands (Melway Ref. 2E, E4).

OPERATIONS

The NewQuay Designer Market will be managed by NewQuay (MAB Corporation Pty Ltd).

NewQuay will provide the marketing and promotion for the Market which may include the following:

- PR campaign including media releases sent to relevant Melbourne news and tourist publications
- Promotion to local Docklands residents, businesses and visitors (serviced apartments)
- Listing as an event in the Melbourne Spring Fashion Week program
- Branding and presence by Spring Racing Carnival (Racing Victoria Limited)
- Inclusion on the NewQuay website.

STALLHOLDER INFORMATION

The stallholder fee is \$150 (including GST) per stall per month and must be paid prior to the Market day once accepted to take part in the event.

Each stall will comprise of 1 trestle table, 1 white cloth, 2 chairs and 1 market umbrella or shade structure. If a garment rack is required it must be noted on the registration form.

No data points or telephone lines are accessible on the Market site. If stallholders require power it must be stated on the application form for consideration and may incur an extra fee. Power supply is limited so it is preferable that stallholders can operate without power.

Any additional equipment and signage may be provided by stallholders at your own cost, however it is subject to approval by NewQuay (in conjunction with the City of Melbourne).

Stallholders are required to remove all rubbish and material from their stall at close of trading and must keep their area neat and tidy during the Market operating hours.

Once the fee is paid no refunds will be given for cancellation of attendance at the Market.

In the case of wet weather the Market will continue and may be moved under the NewQuay canopies. The decision to cancel the Market will be made by NewQuay in the case of extreme weather.

BUMP IN AND OUT

The Market area will be ready for stallholders to set up from 9:00am on and stalls will need to be ready for the opening at 11:00am.

Stallholders will be responsible for moving all their equipment and other materials they bring to the Market, and will need to bring their own trolley if they require it.

Stallholders cannot begin packing up until after the Market has finished at 3:00pm.

NewQuay will provide general security coverage of the Market throughout the day, however valuable products and materials should not be left unattended.

PARKING



Parking is available on Docklands Drive at NewQuay for a flat rate of \$10 between 8am and 4pm for stallholders and Market visitors.

REGISTRATION OF INTEREST

Stallholders are required to send in the attached Expression of Interest Form to confirm their interest in participating in the event.

Applications will be considered and a letter of acceptance will be sent out to all stallholders invited to attend the Market. Consideration of stallholders will be on the variety, quality and uniqueness of goods to be sold.

INSURANCE

Stallholders must provide their own Public Liability Insurance. If you do not have Public Liability Insurance you may purchase it from www.stallinsure.com.au where a 12 month policy can be purchased.

A certificate of currency must be provided by all stallholders prior to the first date attending the Market. If the certificate of currency is not provided, you will be denied permission to set up your stall.

FURTHER INFORMATION

Karen Vassallo

Promotions & Events Manager
MAB Corporation Pty Ltd

Tel: 9642 4504

Mob: 0434 070 107

Email: kvassallo@mabcorp.com.au

www.newquay.com.au



Expression of Interest

NAME:

TRADING NAME (IF APPLICABLE):

ABN:

ADDRESS:

POSTAL ADDRESS:

MOBILE:

EMAIL:

WEBSITE (IF APPLICABLE):

PROVIDE A DESCRIPTION OF YOUR PRODUCT:

WHAT IS UNIQUE ABOUT YOUR PRODUCT:



TICK THE MONTHS THAT YOU ARE INTERESTED IN ATTENDING:

7 SEPTEMBER

7 DECEMBER

1 MARCH

5 OCTOBER

4 JANUARY

5 APRIL

2 NOVEMBER

1 FEBRUARY

WILL YOU REQUIRE THE FOLLOWING:

POWER

GARMENT RACK

HOW DID YOU HEAR ABOUT THE NEWQUAY DESIGNER MARKET?

This form must be returned by to:

Karen Vassallo
Promotions & Events Manager
MAB Corporation Pty Ltd
24 NewQuay Promenade
Docklands 3008

Fax: 9600 2010
Email: kvassallo@mabcorp.com.au



Office Use Only:

Date Received: _____
PLI Received: _____

Response Sent: _____
Payment Received: _____