

SOUTH MELBOURNE NIGHT MARKET

STYLE AFTER DARK

Application Form

Trading Name _____ ABN _____

First Name _____ Last Name _____

Business Address _____

Suburb _____ Postcode _____

Business Phone _____ Mobile _____

Email _____

Description of products you will be selling, including website details. Attach photos.

Design & Production

Items	Designed who/where	Produced who/where

Who is your target audience?

Stall Size & Fees (Autumn 2010 Rates)

Large - 10m frontage x 1.5m deep

- Casual \$95
 6 weeks \$430 (@ \$72pw)
 4 March
 11 March

Regular - 5m frontage x 1.5m deep

- Casual \$45
 6 weeks \$198 (@ \$33pw)
 18 March
 25 March

Small - 2.5m frontage x 1.5m deep

- Casual \$25
 6 weeks \$115 (@ \$19pw)
 8 April
 15 April (please tick date of booking)

All payments required in advance – casuals on the day, others upon booking.

Payment Method:

Visa Mastercard _____/_____/_____/_____ Expiry Date: __/__/__

Cardholder's Name: _____

I understand that payment for 6 weeks will be debited to my elected credit card or bank account in advance and no refunds will be given.

Signed: _____ Date: _____

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Indemnity Form

THIS INDEMNITY is given for the period between 3 November 2009 and 5 May 2010 by (your name) _____
(hereinafter called "the Indemnifier") to the PORT PHILLIP CITY COUNCIL (hereinafter called "the Council").

WHEREAS the Indemnifier has applied to the Council for a permit to use a portion of the road or other Council land within the municipal district under the Council's Community Amenity Local Law No. 3 and the Council has granted that authority by way of a permit.

NOT THIS INDENTURE WITNESSES that in consideration of the Council granting a permit the Indemnifier agrees to indemnify and to keep indemnified, and to hold harmless the Council, its servants and agents, and each of them from against all actions, costs, claims, charges, expenses, penalties, demands and damages whatsoever which may be brought or made or claimed against them, or any of them, arising out of, or in relation to the Indemnifier's performance or purported performance under the permit granted by the Council and is directly related to negligent acts, errors or omissions of the Indemnifier. The Indemnifier's liability to indemnify the Council shall be reduced proportionally to the extent that any act of omission of the Council, its servants or agents, contributed to the loss or liability.

* SIGNED SEALED AND DELIVERED by the said

(If you are a Sole Trader, Partnership or Individual)

Please print name

Signature

In Victoria in the presence of (witness)

Signature

Please print name

Dated

Address

OR ... THE COMMONSEAL

COMPANY SEAL (If you are a company)

Was hereunto affixed in accordance with
its Articles of Association in the presence of

Signature

Please print name

Secretary

Director Dated

*execute whatever clause is appropriate

Return Form to South Melbourne Market Office
F: 9645 7628 E: smm@portphillip.vic.gov.au

SOUTH MELBOURNE NIGHT MARKET

STYLE AFTER DARK

Style After Dark is South Melbourne's night market. Located along the street in the heritage magnificence of the South Melbourne Market with its wide verandahs, Style After Dark provides an outlet for a vibrant local community of clothing designers and makers. Stalls display locally-designed, locally-made and collectible clothing, accessories, jewellery, headwear and an eclectic mix of artisan stalls. The location is superb and well-supported by existing food and drink outlets in Cecil Street. Entertainers and bands will be showcasing different musical styles along with roving performers.

Audience

South Melbourne Market draws over 3.1m shoppers a year. Its primary catchment is South Melbourne, Port Melbourne, St Kilda Rd, Albert Park, Docklands, Southbank and Melbourne. It is an area with high variability in income, family status and ethnicity. Nearly half the households that shop at SMM have an income over \$100,000.

Style After Dark will draw on a similar catchment to SMM, but is promoted to a younger demographic than is currently at the Market. Style After Dark presents a deliberately different option to what is available at the Market. The customers are interested in life. They enjoy performance, exhibitions and concerts.

Note – SMM stallholders are not excluded but are required to satisfy Style After Dark's criteria.

Criteria

Style After Dark favours stalls that have locally-designed, locally-made and locally-collected vintage clothing and associated stalls. Given the emphasis on locally-designed and locally-made, the Market is seeking to reinforce links with local design schools. Special consideration will be given to students from these schools wanting to break into a tough industry. Preference will be given to:

- Locally designed clothing
- Locally made clothing, accessories and jewellery
- Vintage clothing
- Collectible clothing
- Artisan stalls with an eclectic product mix
- Art works including paintings, prints photographs

The stalls will NOT include massage, personal services, plants, incense, soaps, furniture and more.

Availability

Thursday nights – 5.30pm – 9.30pm.

Bump in from 4pm and bump out by 10.30pm.

All stalls are under cover and have floodlights.

Infrastructure

Cecil St food outlets & bars open.

Stallholders will need to bring their own trestle table, extra lighting, mirror etc .

Power and lighting is available, stall holders will need to provide any additional lighting, extension leads and power boards. Restrictions will be placed on the type and level of lighting. Each single stall is limited to 150w of lighting. All electrical equipment must be tested and tagged by a suitably qualified person before being brought to the market. Tents will not be required as stalls are located under a wide verandah.

Conditions

1. Pre-book only. All stalls must be booked and paid in advance.
2. For a six week season (Thursday 4, 11, 18 & 25 March and 8 & 15 April), stalls can be booked in advance for big discounts. Please note that Style After Dark will not run Thursday 1 April (Easter Thursday).
3. There are no refunds for cancellations or non-attendance.
4. The Market reserves the right to relocate stalls for better fit and avoid gaps.
5. No sub-licensing allowed.
6. Late stallholders will lose their position.

Enquiries

South Melbourne Market – 9209 6887