

FREQUENTLY ASKED QUESTIONS

WHAT IS THE MOONLIT MARKETS?

Moonlit Markets is a weekly independent design focused twilight market to be held at Eastland Town Square combining a mix of independent designer homewares, art, fashion, accessories, boutique craft and artisan and small batch food and wine products. The events features live entertainment, food trucks/carts and pop up bars set adjacent to Town Square, home to an amazing selection of restaurants and cafes including Jimmy Grants Deluxe, Huxtaburger, 400 Gradi, Paco Taco's and more. Eastland's Town Square will signal the regeneration of the community's central heart: an active, authentic and beautiful place for people to gather, enjoy and celebrate.

The team at The Fine Design Market will be curating the design stalls for the Moonlit Markets event, which will run on eight consecutive Thursday evenings in November and December 2017.

WHERE IS THE MOONLIT MARKETS LOCATED?

This summer the Moonlit Markets will be held outdoors adjacent to Town Square on Melbourne Street and Civic Place, including the Town Square ramp opposite Ringwood Train Station.

Eastland is located at 175 Maroondah Highway, Ringwood, 3134.

WHEN ARE THE MOONLIT MARKETS ?

The event will operate on Thursdays from 5pm to 9pm on the following 8 dates in November and December 2017:

Thursday 2 November 2017	Thursday 30 November 2017
Thursday 9 November 2017	Thursday 7 December 2017
Thursday 16 November 2017	Thursday 14 December 2017
Thursday 23 December 2017	Thursday 21 December 2017

HOW MANY STALLS ARE THERE?

The site accommodates 50+ market stalls.

WHO SHOULD APPLY FOR A STALL?

All creative people! If you are a designer, artist, maker, crafter or artisan we want to hear from you.

WHAT TYPE OF PRODUCTS CAN I SELL?

Products that are designed in Australia, however can be manufactured locally or overseas.

Product categories include (but not limited to); art, graphic design, photography, illustration, publishing & stationery,

homewares, textiles, furniture & objects, men's & women's fashion, children's fashion & toys, jewellery & accessories, skin care & beauty products, gourmet delights & consumables.

Please note we are not a flea or farmers market (even though we do love those too).

WHAT IS THE COST TO HAVE A STALL AND WHAT IS INCLUDED ?

GENERAL STALL (Outside)

Cost per market: \$85.00

Stall size: 3m x 3m space

The event site will utilise a large open space on Melbourne Street (with 3mx3m pop up marquees provided by Eastland), as well as stalls located under the building awning which is undercover and does not require a marquee. The market organiser's will allocate stall locations at their discretion and cannot guarantee a particular stall location to stallholders. Stallholders must bring their own table/chair/racks and any other display equipment required.

FOOD VENDOR (Outside)

Cost per market: \$150.00

Stall size: 3m x 3m site or food truck

Food vendors must bring their own marquee and all necessary equipment.

HOW DO I APPLY FOR A STALL ?

You can apply online via our Stallholder Application Form, downloadable on our website and return email to us.

DO I NEED TO BE AVAILABLE FOR ALL MARKET DATES?

No. Please tick the preferred market dates you are available on the stallholder application form.

WHAT IS THE SELECTION PROCESS?

Together with Eastland we will carefully review each application and base the selection process on our key criteria, which include (but not limited to);

- the quality and variety of products
- professionalism of both stalls and displays
- uniqueness and originality of product designs
- suitability of product range for our target audience

The Moonlit Markets are a boutique market event with high standards expected from all participating stallholders, from their product ranges on offer, to presentation and visual merchandising levels across all stalls.

WHAT HAPPENS IF I AM NOT SELECTED?

Unfortunately not everyone's application can be accepted but that doesn't mean we didn't like your products!

WILL THERE BE A WAITLIST IF I MISS OUT?

Yes, if we reach capacity with our participating stallholders, we will have a waitlist providing you meet our selection criteria. This will be communicated to stallholders during the application process.

DO I NEED PUBLIC LIABILITY INSURANCE?

Yes, all stallholders must have public liability insurance for the amount of \$20 million. If you do not have public liability insurance, we can provide to you for an additional fee of \$10.00 per market. Please state on the Stallholder Application Form if you require us to provide cover for you.

IS THERE ANY OTHER INSURANCE I NEED?

Stallholders selling skin care, oils, fragrances, soaps and consumables (food) are required to have \$20 million product insurance as well as \$20 million public liability insurance and must provide a copy to us.

WHERE DO I PARK AND HOW DO I BRING MY GOODS IN?

There is no vehicle access permitted to the market site however there is a drop off zone on Maroondah Hwy and a car park close by entered via Eastland parking. We will send an information pack to successful stallholders one week prior to each market date detailing the set up information, including where to park.

CAN I HIRE STALL EQUIPMENT (TABLES/CHAIRS) IF I DON'T HAVE MY OWN?

Marquees will be provided and set up for stallholders allocated on Melbourne Street, along with lighting provision. No additional equipment is provided or available for hire.

IS ELECTRICITY AVAILABLE?

There is limited access to power on site and power is approved on a case by case basis only. All marquee sites will be equipped with a light fitted inside.

All electrical equipment MUST be tested and tagged in accordance with Australian Standards and will be checked by the Fine Design Market at each Market. Piggyback adaptors are NOT to be used at all on the site.

CAN I SHARE A STALL WITH A FRIEND?

Yes, as long as you both fit within the one stall. Please include both names on the Stallholder Application Form.

ARE CHANGE ROOMS AVAILABLE?

There are public toilets available as change rooms within close distance to the moonlit markets site.

WHAT FACILITIES ARE AVAILABLE ON SITE?

Eastland Town Square has a variety of café's and restaurants, open until 10pm. The centre is also open until 9pm for late night trading on market nights, with access to toilets, baby change facilities and ATM's. The Moonlit markets also have food stalls and a pop up bar operating during the event. Parking is free for visitors for the first 3 hours or entry after 6pm.

WILL THE MARKET OPERATE IN THE RAIN & HIGH WINDS?

Yes, unless the weather is considered to be too dangerous to continue - stallholders will be advised accordingly. In the event of high winds the event organisers have the right to not erect marquees if deemed a risk to public safety. Stallholders may choose to operate without a marquee in this instance.

HOW WILL THE MARKET BE ADVERTISED?

Eastland has developed a marketing program to include digital signage, website, mobile apps and social media as well as print media, flyers and posters. It will also be advertised via The Fine Design Market social media channels. More information will be sent out to participating stallholders before the Summer 2017 Moonlit Markets commence.

SOCIAL MEDIA

The following hashtags will be used across social media
#moonlitmarkets #eastland #thefinedesignmarket
@eastland @thefinedesignmarket

For stallholder information please contact
info@thefinedesignmarket.com.au

For more information on Eastland please visit
eastland.com.au