

Application Form

To ADD or MODIFY existing product

Surfers Paradise Beachfront Markets

The Surfers Paradise Beachfront Markets have been operating on the Esplanade at the end of Cavill Mall Surfers Paradise since April 1994.

During this time the Beachfront Markets have become a Surfers Paradise Icon and provide a unique shopping and cultural experience right on the doorstep of one of the worlds' most famous beaches and destinations.

Locals and visitors from around the world on both Wednesday and Friday nights fill the Esplanade with an electric atmosphere, keen to admire and purchase the eclectic array of homemade Beachfront Markets Products produced and designed by local Stallholders from Northern NSW, Gold Coast Hinterland to the Sunshine Coast.

Whilst the main purpose of the Beachfront Markets is to provide an ambient and unique shopping experience, the Beachfront Markets also provides the opportunity for people with a creative flair to display their talents and sell their products at one of the most sought after markets on the Gold Coast

Locals with a creative & innovative flair who have created a unique and high quality product that they either make, bake or grow by themselves and not sold on a wholesale, commercial or retail environment are encouraged to apply for an application to showcase and trade their product at the renowned Surfers Paradise Beachfront Markets.

IMPORTANT INFORMATION – must read before completing application

- Completion of this application does not guarantee approval of a product;
- By submitting this application, the applicant agrees to all the terms and conditions outlined in the 'Licence to Occupy' document;
- Please read the terms and conditions prior to completing this application. The terms and conditions contain important and relevant information relating to the entire operation of the markets. By completing and signing this application you are agreeing to these terms and conditions in their entirety. The terms and conditions of 'The Licence to Occupy' form part of this application;
- All questions on the application form must be answered and each application must include (2 x sets of printed photographs) of the proposed product range. Please submit photos printed on A4 paper do not include your original printed photos;
- Samples must not accompany your application. Applications with photographs only will be accepted;
- All applications MUST be supported with 2 sets of photographs printed on A4 size paper, (applications with photographs not printed on A4 paper will not be considered);
- You must make, bake or grow the product. Products imported or not compliant to the make it, bake it or grow it policy by the applicant will not be eligible for consideration;
- Products sold wholesale or on-sold for retail will not be eligible for consideration;
- Products produced on a commercial basis will not be eligible for consideration;
- All applicants will be advised in writing of the outcome of their application. New applications are reviewed once a month, depending on the date your application is submitted it may take up to 7-8 weeks for you to receive a response to your application;
- The decision made by Surfers Paradise Alliance is final and all applicants have no right of appeal;
- Surfers Paradise Alliance reserve the right to decline any application or product;
- It is at the absolute discretion of Surfers Paradise Alliance to determine if a product submitted as an added or modified product should be treated as a new application. In the event that the product is approved and is to be treated as a new application, a separate 'Licence to Occupy' will be granted and the applicable Market fee will be payable.

In the event that an applicant is successful in obtaining a 'Licence to Occupy' at the Surfers Paradise Beachfront Markets, the applicant must comply with the terms and conditions of the 'Licence to Occupy'. Non-compliance will result in termination of the 'Licence to Occupy'.

WHERE DO I SEND MY APPLICATION?

All applications & correspondence must be sent to:

ATTN: Markets Manager
PO Box 279, Surfers Paradise, QLD 4217
Fax: (07) 5538 8210

(V5 090622) Surfers Paradise Alliance Limited PO Box 279 Surfers Paradise QLD 4217
P: 07 5584 3700 F: 07 5538 8210 Email: markets@surfersparadise.com Website: www.surfersparadise.com

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INT: _____ Date _____

WHAT IS THE PROCESS?

- Step 1 Read carefully the application form and the terms and conditions of the 'Licence to Occupy' before completing the application.
- Step 2 Complete all questions and sections on the application form.
- Step 3 All applicants must sign the application form.
- Step 4 Post application form and photographs to the address on the previous page.
- Step 5 Surfers Paradise Alliance will review all applications once a month (depending on the timeframe your application was received it may take up to 7-8 weeks to receive a response).
- Step 6 Unsuccessful applicants will be advised by mail.
- Step 7 Applications being considered will be notified by phone to arrange a viewing of the product, including a full demonstration of how the product is made at your premises. Please note that at this stage, a Licence is not guaranteed, applications as this stage may still be unsuccessful.
- Step 8 After viewing the product, Surfers Paradise Alliance will further consider the application and advise the applicant within 1 week, by phone & mail of the outcome.
- Step 9 In the event your application is successful, you will need to arrange relevant insurance cover as outlined in the terms and conditions of 'The Licence to Occupy'.
- Step 10 Ensure that you have the entire relevant infrastructure required as outlined in the 'Licence to Occupy' to set up your Market Stall. All electrical equipment and cables must be tested and tagged, and any other relevant items you may need to ensure that your Stall set up complies to workplace health and safety regulations, e.g. (all cables must be off the ground and secured to ensure they do not create a trip hazard) as outline in the terms and conditions of 'The Licence to Occupy'.
- Step 11 Surfers Paradise Alliance will be in contact with you to arrange a start date at the Beachfront Markets and advise you of a stall position.
- Step 12 Commence trade at the Surfers Paradise Beachfront Markets and have fun!

DETAILS OF APPLICANT

Applicant 1

Full Name:	
Residential Address:	Number: Street Name: Suburb: Post Code:
Postal Address	
Contact Details:	(mobile number must be provided for notification of cancelled markets) PH (Home): PH (Mobile):
	(email address must be provide for sending of correspondence) Fax: Email:
Business/Trading Name:	
Registration number (if applicable)	
Website:	www.

Applicant 2 NOTE: If there are more than two applicants, please provide details on a separate piece of paper and attach with this application.

Full Name:	
Address:	Number: Street Name: Suburb: Post Code:
Postal Address	
Contact Details:	PH (Home): PH(Mobile):
	Fax: Email:
Business/Trading Name:	
Registration number (if applicable)	
Website:	www.

INT: _____ Date _____

DETAILS OF PRODUCT

1. Physical Address (not postal address) of where the product/s are made:

Address:	Number: Street Name: Suburb: Post Code:
Contact details of the premises if different to above	PH (Business):

Please provide additional details if the product is made at more than one premise

Address:	Number: Street Name: Suburb: Post Code:
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2. Do you make the entire product yourself?

Yes (please go to Q3)

No (please go to Q4)

3. Please outline what part of the product you make:

4. How many people assist you in making the product?

INT: _____ Date _____

5. Please detail below where (origin) all parts used to make your product are sourced:

6. Please explain below in detail how your product is made:

Note: Please attach additional pages if you require extra space to describe your product range or answer any of the questions.

7. Please attach photographs of your product (Your application must be supported by photos, without photographs your application will be declined) we require 2 x sets of photos (photos printed on A4 paper, please do not include your original printed photographs) NO SAMPLES

Yes I have attached 2 x sets of photographs printed on A4 paper

No I have not attached photographs (applications without photographs will be declined)

8. Do you currently or intend to sell any items in your product range anywhere other than at the Surfers Paradise Beachfront Markets?

Yes (please go to Q9)

No (please go to Q10)

INT: _____ Date _____

9. Please detail who you currently or intend to sell the products to including the name of the business/s:

10. Do you currently trade or intend to trade in any other retail or wholesale business environment?

Yes

No

If yes, please provide details:

11. Are you trading at any other Markets or locations?

Yes

No

12. If yes, please provide details:

13. Do you intend to trade at any other Markets?

Yes

No

If yes, please provide details:

14. The overall presentation of your Stall and the ambience your stall will add to the Beachfront Markets plays a very important role. Please describe in detail how you propose to set up your Market Stall and display the items. Please include any photographs if you have any.

INT: _____ Date _____

15. Please circle the categories that best represent your product/s:

Australiana	Fashion – Accessories	Homewares	Pet Accessories
Art – Graphic / Computer	Fashion - Apparel	Jewellery	Photography / Prints / Portraits
Art – Indigenous	Fashion – Children’s	Kitchenware (cutlery, servers)	Plants / Florist
Art – Oil / Water / Acrylic / Spray	Fashion – Hats	Leatherwork	Pottery / Ceramics / Plaster
Bags/Hats	Food – Chutneys / Jams	Lighting/Lamps	Psychic Readings / Tarot
Beauty / Hair / Cosmetics	Food – Confectionery	Maps – Printed / Painted	Soaps
Body –Skin Care	Frames	Massage & Natural Product	Toys / Hobbies / Games
Candles	Fruit – Natural / Preserved	Music / CD Sales	Wood Work
Engraving	Furniture	Metal Art	
Crafts / Fabrics/Haberdashery/Craft Accessories	Glassware	Novelty / Souvenirs	

16. What is the retail price range of your product/s (including GST)?: \$ _____ to \$ _____

***Please ensure you have answered all questions, initialled each page and attached 2 SETS of photographs on A4 paper.**

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P: 07 5584 3700 F: 07 5538 8210 Email: markets@surfersparadise.com Website: www.surfersparadise.com

INT: _____ Date _____

ACCEPTANCE

Applicant 1 (full name) _____

Applicant 2 (full name) _____

I, have initialled each page and submit my application for a 'Licence to Occupy' at the Surfers Paradise Beachfront Markets.

I have read, understood and accept the terms and conditions of the 'Licence to Occupy' that form part of this application.

I also accept and agree to:

1. I will be advised within 7-8 weeks of Surfers Paradise receiving my application of the outcome, either successful or unsuccessful;
2. Should my application be unsuccessful I understand that I will not be provided with feedback on my application or given a reason or an opportunity to discuss why my application has been unsuccessful;
3. Surfers Paradise Alliance decision is final and the applicant has no right of appeal and no correspondence will be entered into;
4. Unsuccessful applications will be held on file for a maximum of 6 months from the date received by Surfers Paradise Alliance, should an application become successful within this timeframe, I will be notified by Surfers Paradise Alliance.

Signature (*Applicant 1*) _____ Date _____

Signature (*Applicant 2*) _____ Date _____

INT: _____ Date _____

OFFICE USE ONLY

Date application received		
Date reviewed		
Product Visit Requested	Y	N
Successful	Y	N

INT: _____ Date _____