

City of Parramatta

Expression of Interest (EOI)

Christmas Market & Lighting of the Christmas Tree

Issuer: City of Parramatta Council

Submissions: Markets@cityofparramatta.nsw.gov.au

Questions: AGittany@cityofparramatta.nsw.gov.au

1. OVERVIEW & PURPOSE

City of Parramatta Council invites experienced market operators to deliver a one-day Christmas Market in Parramatta Square on Thursday, 27 November 2025.

Council will provide the venue, available site services and essential infrastructure, and support the event with entertainment, marketing and communications.

The Operator will curate, manage and deliver the market end-to-end.

Council will collaborate and lean into the Operator's professional recommendations on stall mix, layout and activation, informed by the Operator's experience and audience insight.

2. EVENT SNAPSHOT

Trading: 4:00pm–9:00pm

Bump-in:

Infrastructure 7:00am–12:00pm

Stallholders 12:30pm–3:30pm

Bump-out:

Stallholders 9:00pm–11:00pm

Infrastructure 7:00am–10:00am (next day)

3. TARGET SCALE & FOOTPRINT

Indicative stall count: 30–40 stalls.

Typical stall sizes: 3×3 m and 3×6 m (subject to final site plan).

Crowd flows: Aisle widths sized for evening peak and queuing managed without blocking aisles or exits.

Footprint discipline: Back-of-house and storage must be contained within each stall footprint.

Ground protection: No ground penetration and suitable weights required on all structures.

4. DELIVERY MODEL & COMMERCIAL TERMS

Council provides: Venue, available house power and standard distribution/cabling, baseline waste services, entertainment program, marketing via Council channels, permit coordination and approvals.

Operator provides: Stallholder recruitment and management, curation, full operational delivery and on-night management, safety and compliance of market operations.

Service Fee: Respondents to propose a fixed Service Fee and milestone payment schedule.

Stallholder fees: Operator retains stallholder fees within Council-approved caps by stall type and power needs. Please include a fee table with inclusions and add-ons.

Transparency: Operator to provide reconciled stall lists and fees collected, including power add-ons and any refunds.

Contact us:

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@cityofparramatta | PO Box 32, Parramatta, NSW 2124
ABN 49 907 174 773 | cityofparramatta.nsw.gov.au

Payment terms: Propose terms. Council standard terms apply unless varied in contract and by agreement.

5. OBJECTIVES

Deliver a safe, festive, well-run evening market tailored to after-work and dinner trade.

Curate a high-quality mix of gifts, homewares, art, craft, seasonal goods, packaged artisan foods and a limited proportion of ready-to-eat offers aligned to dinner trade.

Showcase local and Western Sydney traders while meeting high presentation and accessibility standards.

6. CURATION & PRESENTATION

Target mix (guide): Council is happy to be advised on this by the approved operator

- 60–70% gifts/homewares/seasonal goods
- 15–20% packaged artisan foods
- 15–20% ready-to-eat for dinner trade.

Local participation: Prioritise local/Western Sydney traders.

Presentation standards: Consistent marquees, attractive evening lighting, clean stall fronts, clear signage, clutter-free back-of-house.

7. COUNCIL SUPPORT & SITE SERVICES

Council will provide:

- In-kind venue hire for Parramatta Square (as agreed) and access to available house power with standard distros/cablings.
- Essential infrastructure (as scoped), entertainment, and a marketing campaign through Council channels.
- Permit coordination, approvals and logistics partnership, plus baseline waste services to maintain amenity.

8. OPERATIONS & COMPLIANCE (GLOBAL OBLIGATION)

Council will organise and coordinate site services. The Operator must comply with all Council directions, standards and permit conditions, and ensure their staff, contractors and stallholders do the same.

Minimum expectations

Power & electrical: Appliances tested and tagged. RCD protection on all circuits. Standard allocation up to 10A single-phase per stall unless pre-approved.

Gas/heat: LPG compliance. Fire blanket plus 4.5 kg ABE extinguisher at cooking stalls. Grease mats. Safe separations of flammable items.

Structures: Marquee ballast ≥ 20 kg/leg (3×3 m) and ≥ 30 kg/leg (3×6 m), increased per forecast/manufacture table. No stakes/pegs.

Traffic & logistics: Defined loading windows and routes. Spotters for vehicle movements. Dwell time limits enforced. Compliance to Council terms of vehicle service maintained.

Noise & entertainment: Adhere to permit decibel limits and schedule windows. Operator to monitor.

First aid & security: Suitable coverage during open hours with roaming patrols and incident reporting.

Food safety: NSW Food Authority requirements with FSS certificate on-site. High risk foods temperature controlled and allergen signage.

Site protection: Drop sheets under hot works/trestles. There is to be no liquids to drains and immediate clean-up of spills.

9. ACCESSIBILITY & INCLUSION

Council will set minimum accessibility and inclusion standards. The Operator must implement them in full and ensure stalls, layouts and operations comply.

Minimum standards:

- Aisle width: ≥ 3.0 m clear.
- Routes: Step-free route to all stalls and key amenities.
- Wayfinding: High-contrast, well-lit signage suitable for evening conditions.
- Amenities: Clearly signed accessible toilets on an accessible route with service-animal access respected.

10. SUSTAINABILITY

No single-use plastics; certified compostable or recyclable service ware.

Preference for house power over generators.

Oil/grease capture and removal off-site.

11. WET WEATHER, CANCELLATION & FORCE MAJEURE

Council will set weather thresholds and response triggers (e.g., wind, lightning, heat, heavy rain) and decision points.

The Operator must execute all directions and ensure full compliance across staff, contractors and stallholders. A communications matrix and refund/credit approach will be agreed in contract.

12. SUBMISSION REQUIREMENTS

Proposal Content (PDF):

- Company & team: ABN/ACN, contacts, key personnel, capacity statement.
- Delivery approach: stall mix and indicative ratios, layout, presentation, queueing, customer experience, marketing approach.
- Case studies/references: comparable markets (or two referees with contact details).
- Budget & stall pricing model: published stall-fee table with inclusions, caps alignment and add-ons (power, cool rooms).
- Conflicts of interest: declaration and mitigation plan.

Mandatory Documents (PDF)

- Site Plan (to scale): entry/exit, access paths, emergency routes, utilities, infrastructure placement.
- Waste Management Plan: Council supplies cleaners/bins; include stallholder waste rules, ground protection/drop sheets, grease management, no liquids to drains, proof-of-removal, and a penalty ladder for litter/spill breaches.
- Risk Assessment: hazards, mitigations, responsible parties.
- Public Liability Insurance: Certificate of Currency (minimum \$20 million).
- Production Schedule: bump-in/bump-out, supplier movements, timings aligned to permit hours.

- Communications Plan: external comms, media, contingency messaging.
- Emergency Management Plan: evacuation, first aid, incident response.
- Stallholder Register (templated): stall name, ABN, permits/licences, food-safety evidence and insurance.

13. HOW TO APPLY

Combine all documents into a single PDF (appendices permitted).

Email submissions to Markets@cityofparramatta.nsw.gov.au by the closing date.

14. EVALUATION & WEIGHTINGS

- Curation & Presentation
- Operator Experience & Track Record
- Operations, Risk & Compliance Readiness
- Financial Model & Value (incl. stall-fee transparency)
- Accessibility & Sustainability Outcomes
- Referees

Method: desktop assessment with interviews/presentations for shortlisted respondents.

15. EOI TIMETABLE

Milestone	Date/Time
EOI released	Tues 28 Oct 2025
EOI closes (email submission only)	Wed 05 Nov 2025
Operator appointed (indicative)	Fri 07 Nov 2025
Event date	Thu 27 Nov 2025 (Trading 4:00pm–9:00pm)

16. POST-EVENT REPORTING

Within 10 business days, the Operator must submit a report covering attendance, stall mix versus plan, incidents and resolutions, waste tonnage/diversion, accessibility observations, customer feedback highlights and lessons learned.

17. CONDITIONS OF EOI (PROBITY)

Disclose any conflicts of interest.

Do not contact Councillors or staff outside the listed email addresses; canvassing is prohibited.

Council may change, delay, or cancel this EOI and may accept none or part of any submission.

All submission costs are the applicant's responsibility.

Delivery must meet Council policies, site conditions, and legal requirements.

This EOI does not create a binding contract and final terms will be set out in the Services Agreement.

18. Contact

For enquiries, to book a site meeting, or request clarifications:

Albert Gittany

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