

Sydney Road Street Party

2018 STALL HOLDER INFORMATION

APPLICATIONS CLOSE

5 pm Friday 3 November 2017



Moreland City Council

INTRODUCTION

Sydney Road Street Party is one of Melbourne's biggest inner city cultural and community celebrations.

In 2018, the event marks its 30th year opening the internationally acclaimed Brunswick Music Festival.

The **Sydney Road Street Party** attracts around 60,000 people annually, who are entertained by live music stages and performances plus more than 150 food, market and community stalls. Families, young and old come to enjoy good food, good music and unique, local products.

The event comprises:

- Existing Sydney Road businesses;
- Take-away food vendors providing a wide range of culturally diverse food;
- 2 temporary bars;
- General merchandise and Artisan/Arts & Craft stalls with an emphasis on the innovative, unusual and quirky;
- Community stalls; and
- Live music and performances; roving performers and interactive activities.

SYDNEY ROAD STREET PARTY

KEY DATES

APPLICATIONS OPEN
Tuesday 11 October 2017

APPLICATIONS CLOSE
5 pm Friday 3 November 2017

SUCCESSFUL APPLICATIONS NOTIFIED
Monday 11 December 2017

FEES DUE IN FULL
Friday 16 February 2018

STALL HOLDER FESTIVAL PACKS ISSUED
Friday 16 February 2018

WHAT ARE WE LOOKING FOR?

The stalls are an integral part of the *Street Party*. They add to the atmosphere and vibrancy of the event.

The **Sydney Road Street Party** is looking for:

Innovative and unique fashion, accessories, art, homewares, artisan toys, gourmet packaged foods and vintage wares.

Equally we place a strong focus on quality food that reflects the area's culturally diverse character, particularly that which is prepared fresh on site; "sizzle, aroma and theatre". Vegetarian and halal options will be highly regarded.

Our priority is fresh, healthy, unique, interesting, engaging, vibrancy.

Applications are sought for the following categories:

Existing Sydney Road businesses (between Union & Victoria St) wishing to trade on the Street, outside of their existing premises.

Community Groups who wish to fundraise or run an awareness campaign (limit of a 3m x 3m site)

Arts, crafts, vintage products: Artisan and recycled products (limit of a 3m x 3m site).

Commercial businesses. Those selling general merchandise goods and food & drinks as a commercial activity.

TIMES

TRADING TIMES

The event operates from 12 pm – 7pm, Sunday 4 March 2018, with trading to cease at 6.30pm.

*Note: Under NO CIRCUMSTANCES is trading permitted beyond 6.30pm. This is due to the need to open the road to trams and vehicular traffic. Stall holders will be liable for fines imposed upon Festival Management by Yarra Trams.

SET UP TIMES

Set-up times will be confirmed closer to the date.

STALLHOLDER FEES – ARTISAN & MERCHANDISE STALL HOLDERS

Artisan/Arts & Craft Stall

\$105.00 ex GST

This category includes:

- 3m x 3m space
- No marquee included

General Merchandise vendor

\$350.00 ex GST

This category includes:

- 3m x 3m space
- 3m x 3m marquee* (inclusive of set-up and pack-down)

General Merchandise vendor

\$505.00 ex GST

This category includes:

- 6m x 3m space
- 6m x 3m marquee* (inclusive of set-up and pack-down)

STALLHOLDER FEES – COMMUNITY STALL HOLDERS

Community Stall + Shared Community Stall (by consultation)

FREE

This category includes:

- 3m x 3m space
- No marquee included

STALLHOLDER FEES – FOOD + BEVERAGE VENDORS

Food + Beverage vendor

\$365.00 ex GST

This category includes:

- 3m x 3m space
- 3m x 3m marquee* (inclusive of set-up and pack-down)

Food + Beverage vendor

\$520.00 ex GST

This category includes:

- 6m x 3m space
- 6m x 3m marquee* (inclusive of set-up and pack-down)

STALLHOLDER FEES – SYDNEY ROAD TRADERS

Sydney Road Trader stall (from within Street Party footprint)

FREE

This category includes:

- 3m x 3m space
- No marquee included

Sydney Road Trader stall (from within Street Party footprint)

FREE

This category includes:

- 6m x 3m space
- No marquee included

***NOTE**

If you require a larger space
please contact us or specify
details in your application.

CANCELLATION CHARGES

There are no refunds or credits for failing to attend for any reason whatsoever.

STALL/SITE SIZE

Standard site sizes are:

- 3m x 3m
- 6m x 3m

Your complete operations must fit within these sites, including bins, fridges, eskys, cleaning areas, etc. All stalls will be set on the road, backing up to the gutter. *Local Law prohibits blocking or placing any obstacles on the footpath of Sydney Rd.

*If you require a different sized site or are proposing to bring your own van, food truck, vehicle to trade from please select the *Alternative to Standard Sized Site* category and provide dimensions and details of proposal in *Additional notes* section.

WHAT YOU GET WITH YOUR STALL

Commercial vendors: Marquees are included in Commercial vendor stall holder fees. *Please note that providing your own *branded* marquee attracts only a slight cost reduction, due to increased on-site coordination required by event crew. Please also note that opting to provide your own marquee may affect the allocation of your site.

Non-Commercial vendors: Marquees are *not* included in Non-Commercial vendor stall holder fees. Stall holders have the option to hire a marquee from our provider or bring in their own. Festival marquees will be professionally and safely installed. If you bring your own tent it must be installed safely and will be inspected by Festival management.

**Water:* There is a limited number of taps on Sydney Rd. We do NOT provide running water.

**Food Waste:* We do NOT provide waste stations for food waste, etc. This must be transported off site by you.

**Power:* is not included in stall fees.

*Note, it is still daylight saving and you will not need a light in your stall, unless you are a food stall.

MARQUEES

Marquee hire fees, including set-up and pack-down, are as follows:

- 3m x 3m - **\$150.00** ex GST
- 3m x 6m - **\$300.00** ex GST

POWER

Power can be provided upon request to Food and Drink stalls ONLY. Costs are as follows:

- 1 x 10 Amp power outlet = **\$40.00** ex GST
- 1 x 15 Amp power outlet = **\$50.00** ex GST

All electrical equipment must be tested and tagged by a suitably qualified person before being brought to the event.

SAFETY

Stallholders should be aware of and ensure compliance with the relevant standards of all gas appliances set by Energy Safe Victoria.

For further details you can contact Energy Safe Victoria on 1800 652 563 or visit www.esv.vic.gov.au

Moreland City Council maintains high levels of site occupational health and safety. It is the responsibility of the stallholder to operate their stall in a safe manner and to fully implement any regulatory requirements to achieve this.

INSURANCE

Stallholders must have public liability insurance; for a minimum of \$10 million, which covers them for the activities they undertake at the event. A copy of their public liability insurance Certificate of Currency must be provided with applications.

STALL HOLDER INFORMATION > SYDNEY ROAD STREET PARTY 2018

WASTE

General waste and recycling bins will be provided for patron-generated waste in a central area and regularly serviced. Access to bins will be provided in shared areas between stalls. You must be prepared to transport your compost waste and/or cooking oils off site.

**Food Waste:* We do NOT provide waste stations for food waste, etc. This must be transported off site by you.

SUSTAINABILITY

The Sydney Road Street Party supports sustainable event practices. Please minimise the amount of packaging you use and produce at your site. It is recommended that all packaging be recyclable and that all stalls reduce or eliminate the use of non-recyclable packaging, particularly food / drink packaging, such as polystyrene.

Please note plastic bags are banned from all Moreland City council events. The sale of single use water bottles are also not permitted so as to support our sustainable event practices.

It is also recommended, that rather than using paper flyers, consider gathering email addresses and contacting interested parties in this way.

SITE INDUCTION

Stallholders will be required to attend a site induction on a date TBC.

TERMS + CONDITIONS

- Council reserves the right to select stalls based on achieving a balanced mix of goods and services for the event. All decisions are final and no negotiation will be entered into.
- Council reserves the right to refuse incomplete applications.
- Once confirmation has been received and invoice issued, no refunds will be made.

*NOTE

Power leads are not included in stall holder / power fees. All stall holders must supply their own power leads.

All electrical leads must be 20 metres in length (unjoined) to access on-site power.

- Council reserves the right to cancel a site if fees are not paid by the due date.
- The Event Manager; at his/her discretion, may direct a stall holder to leave if his/her behaviour is deemed offensive or unsafe. If a stallholder is directed to vacate a site, any fees paid will not be refundable.
- In the event of inclement weather or other unforeseen circumstances, that in the view of the Event Manager, pose a reasonable risk to the safety of staff, contractors or patrons of the event, Council reserves the right to CANCEL the event whereby there will be no refunds for any fees incurred by stall holders.
- Stall holders must remain on site for the duration of the event. There is no early pack up at this event.
- Stall holders must abide by any lawful direction by event staff on the day of the event.
- As a stall holder you may bring one vehicle onto site for the set up and dismantle. You will then need to find your own parking off site. NO vehicles remain on Sydney Rd.

STALL HOLDER LICENCE

Successful applicants will be issued with an event licence. The licence is subject to stallholders complying with the terms set out in this document and any other documentation or direction given to them by event organisers. In addition:

- The applicant may sell only goods or services listed on their licence
- While event organisers aim for a balanced mix of goods and services, no product exclusivity will be guaranteed
- The applicant must maintain the highest possible standards of presentation and service
- Event organisers reserve the right to give further directions regarding stall set up and signage
- The proposed licence is not assignable or otherwise transferable
- The licence may be terminated by event organisers without notice for a breach of the terms set out in this document.

PRIVACY AND DECLARATION

Moreland City Council has a privacy policy in relation to the collection and use of your personal information.

Moreland City Council is collecting the information on this form submitted by you for the purpose of assessing your application for stalls at the *2018 Sydney Road Street Party* and if accepted, administering your licence in the future.

The information may also be disclosed to provide reference for you for other landlords or their agents in relation to any future tenancy you may apply for and to Moreland City Council's legal advisers for purposes associated with your licence. Part of this information, that is, business name, goods/services details and stall location may also be disclosed to members of the public for the purpose of promoting the event and its activities. Apart from these limited circumstances the information collected on this form will not be disclosed to any individual or organisation without your consent or unless the disclosure is required by law.

If you would like to request access to any of the information collected on this form you may contact our office.

Council and why, that they can request access to that information if they wish and that Moreland City Council will not disclose that information to third parties.

Upon submitting your application, you must confirm that:

- You have read the above and acknowledge the collection and use of your personal information as outlined above in this form;
- You have read and understand this document and agree to its terms;
- You are a permanent Australian resident;
- You are not currently an insolvent or a bankrupt pursuant to Bankruptcy Act 1966;
- To the best of your knowledge the information you provide is true and correct in every particular at the time of making an application;
- You understand that if you fail to attend, you will not be refunded your stallholder and equipment fees.

Where you have provided us with personal information relating to other individuals, such as reference contact information, we encourage you to inform those individuals that you have disclosed this information to Moreland City

SUBMITTING YOUR APPLICATION

2018 Sydney Road Street Party Stall Holder applications can be submitted online at:

<http://moreland.kickerberry.com/>

2018 Sydney Road Street Party Stall Holder applications close **5 pm Friday 3 November 2017**.

Successful applicants will be contacted by **Monday 11 December 2017**.

To enquire about your application email festivals@moreland.vic.gov.au or phone 9240 1111.