



STALLHOLDER FAQ



FREQUENTLY ASKED QUESTIONS

Q: How do you choose the food sites?

A: We look for use of fresh and seasonal Tasmanian produce and appetising menus first – excite us! We want stallholders to offer a delicious, unique product at good value prices. We are looking for a good mix of savoury and dessert options, wine, cider, beer, spirits and non-alcoholic beverages. We want stallholders that operate in an environmentally friendly manner and support local producers. We also need a bit of theatre, it adds to the experience for patrons and overall ambiance of our event.

Whilst the success of the event does rely on experienced vendors who have traded successfully at similar events, we also need new vendors to keep the event fresh and interesting for our patrons.

We need stallholders to have a spotless track record when it comes to health and food handling. Site presentation is also important so please ensure you upload images of your stall or van from other festivals or events that you have participated in. Your site needs professional signage, great lighting and a fresh looking paint job if it's a van. This all contributes to the overall Festivale experience.

Q: Can I choose my own location on the site?

A: No. Your stall location has been chosen to work in with event themes, utilities, crowd flow, stage capacities, emergency access and much more. Food and beverage sites are just one component of a really complex process. As the building of the event commences, issues may present themselves – like the need to add more infrastructure, the trees in the park have grown, a new garden bed has been planted or Police/Fire/Liquor Licensing have made last minute decisions about the crowd flow and/or emergency access. We must have the flexibility to adjust our site layout if the need arises. Garden beds, trees, foliage etc. cannot be cut back by anyone other than the Council.

Q: Can I have a corner site?

A: We can't guarantee anyone a particular location. Many people may ask for a corner site and there may be only be a few available. Arranging stalls is like doing a complicated jigsaw puzzle. Every application is assessed on its merit, so if you would like a corner site, your application needs to reflect this by way of presentation, photographs of set up and a full description of what you would do if you were allocated a corner site. Site placement is at the discretion of the committee and is subject to change.

Q: Will I have exclusivity for my product?

A: No. Only sponsors who have exclusivity written into their agreements will receive exclusivity for their products. Where possible we will endeavour to position sites with a similar product away from one another, however this is not always possible.

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Q: Can you guarantee I'll do well at the event?

A: No. There are no guarantees here. Every site is a great site, if you are selling what patrons are looking for and your offer is good value.

There are an infinite number of factors which will make your site work – or not. Some of these are out of your control, others are 100% up to you. The sites that we see doing consistently well are those which are well presented, have a unique product at the right price, great night lighting and are staffed by friendly people who look like they're having a good time and know their product. Those sites have a great atmosphere, are in it for the long run and for the post event benefits. They are not in it just to make money.

Patrons are looking for great value, quality products and presentation. Patrons are very careful with their money these days and often have less money to spend while they're at events. So your sales will fluctuate from day to day and year to year at this event and are often weather dependant. Ensure patrons come back to your stall by making your menu exciting and having your staff develop that initial relationship with them. Even if you have a couple of crowd favourites on your menu, consider adding something new and fresh to entice patrons to return. Of course we cannot control the weather. We are an outdoor event so the weather may impact your sales.

Every stallholder measures their success in different way, for some it is increased brand association and loyalty and for others it may be dollars profit.

Q: How do I make sure my food site meets health regulations?

A: This is extremely important. Our advice is to visit www.foodstandards.gov.au Council will visit your stall during the event for environmental health compliance inspections. If they shut down your stall you will not be entitled to any refunds of your site fees or associated costs.

You are required to complete Council forms, pay their permit fee and meet Council's health and food handling requirements as part of the application process.

For further information: www.dhhs.tas.gov.au/__data/assets/pdf_file/0004/208570/Guidelines_for_Mobile_Food_Businesses_Dec_2015.pdf

www.launceston.tas.gov.au/Business-and-Development/Food-and-Beverage-Businesses

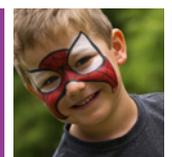
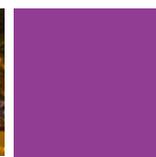
Q: Do I really need Public Liability Insurance?

A: YES! Everyone needs insurance. As with most events, we require \$10 million public liability and \$10 million product liability.

Q: Do I need work cover?

A: You should get advice about your specific business. The general rule is that your employees (and you, if you're an employee of your business) need to be covered. Festivale will not be liable for injuries to you or your workers on the way to, from or while carrying out work activities at the event.

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Q: What sort of safety equipment do I need?

A: Every site – Food and Beverage – MUST have a 5kg fire extinguisher. In addition, food sites MUST have a fire blanket. Fire extinguishers and blankets are the bare minimum. Please self-assess your site and take steps to make it as safe as possible. Fire extinguishers are easy to get –you can go to any auto or hardware store to find one. But make sure it's tested and tagged, by taking it to the local fire station. Note a new fire extinguisher requires testing and tagging. The Festivale Committee will conduct inspections prior to and throughout the event to ensure you have these items at your site and that they are tested and tagged.

Also, make sure that you and your staff know where your safety equipment is located, how to use it and your safety plan. It isn't good enough if Council or the Committee visit your site and your staff don't know where your safety equipment is stored or how to operate it. Remember, in an emergency you don't want to be unwrapping a fire blanket or your extinguisher or reading the operating instructions.

Q: What other equipment does my stall need to be compliant?

A: All electrical cords and equipment must be tested and tagged, even if brand new. This will also be inspected by the Committee. If you intend to use any gas equipment or fittings these must be inspected for standard compliance by a licensed gas fitter prior to installation on site in accordance with Australian Standard AS/NZS 1596:2008. You must be able to provide evidence of the inspection if requested by Festivale or the gas inspector.

Q: What if it rains?

A: The event will not be cancelled or postponed in the case of inclement weather. Take measures to weatherproof your site as much as you can, e.g. don't leave your stock in a cardboard box on the ground.

Q: Can I get a refund on my staff tickets?

A: No. Please ensure that you don't overestimate how many staff tickets you will need as there will be no refunds.

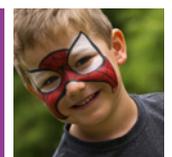
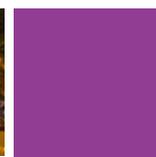
Q: Can I change my bump in or bump out time, once allocated?

A: Unfortunately, your bump in and bump out times cannot be changed. We have a large number of exhibitors to allocate times to as well as dealing with the infrastructure that needs to be moved in and out of the park.

What is bump in?: It is the time that is allocated to a stallholder that he/she is required to bring in their equipment and wares into the venue and set up for the event.

What is bump out?: Is the time allocated to a stallholder that he/she can bring in a vehicle into the venue to pack up their equipment and wares and vacate the venue.

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Q: How do I improve my chances of getting a site?

A: This is an easy one! Complete your application with as much detail as possible. Present us with an exciting menu that will appeal to a wide range of people and include a clear layout diagram and some photos and:

- even if you have been a stallholder in the past, treat your application as your first time at Festivale. Sell your product and your stall to us.
- pay your bond and site fee on time and ensure your payment doesn't bounce
- ensure your application is complete and make sure your site plan paperwork is legible.
- ensure that you and your staff have read all the information we send you prior to Festivale, particularly stallholder information and safety and compliance information.
- follow all written and verbal instructions
- if you have a problem, let's discuss it rather than it becoming a huge issue – we will work with you to resolve your issue.

Q: How do I improve my chances of being a returning Stallholder?

- A:**
- Don't leave any rubbish behind at your site. If you leave oil drums, styrofoam, milk crates, wine tops and plastic water bottles etc behind, you will be fined and this will be subtracted from your bond and will not be viewed positively for future applications. It is your responsibility to ensure your site is left in the same state as it was when you arrived. Everything must be placed in the rubbish bins provided OR taken with you.
 - Do not expect the rules and guidelines can be changed for you – we have very strict timeframes for bump in and out and we have times allocated to every stallholder to ensure everyone is given adequate time to set up and pack up.
 - Communicate with us if something is wrong – for example, if you are running late for bump in. We are here to work with you to ensure a successful event. Communication is the best way to overcome any issues
 - Be on time and communicate any issues/concerns you may have with the Event Manager or Food and Beverage Chairmen as soon as possible.

Q: I'm confused. How do I get help?

A: Contact the Event Manager on eventmanager@festivale.com.au or 6334 9990.

