

WINTERFEST 2018 – MARKET STALL HOLDER’S INFORMATION PACK

Winterfest 2018 will run at Harts Mill Precinct Port Adelaide from July 5 to 22 (inclusive).

Winterfest 2017 in Port Adelaide delivered an authentic northern hemisphere style winter experience in Australia. Its day through to evening program was inclusive of a waterfront ice rink, performances, workshops, kids’ activities, market hall, live music and more. With curated infrastructure to set the scene, such as fire pits, rustic seats and a wooden log bar it activated the public realm in a new way and created a truly unique experience within the beautiful historic Hart’s Mill precinct.

In 2017 57,000 people attended Winterfest over the 10 days of operation; of those 13,510 of the attendees paid to ice skate.

There were 80,000 Winterfest social media interactions from attendees with 99.8% being positive.

This year the Winterfest Market Hall will be home to a maximum of 25 market stalls trading at any one time during the event. In addition to the market stalls an exhibition space will be created to showcase locally made products. This space will be managed by Market Stalls Coordinator, POSH Markets’ for the duration of Winterfest and all products will be available for sale on consignment to POSH Markets’

Please take time to read the following information before submitting your **Expression of Interest ("EOI")**. This document outlines the basic conditions and expectations Winterfest has of you as a Market Stall Holder, and provides you the information on which to base your application.

Winterfest works to provide accurate information, the nature of regulation means details below are subject to change during the planning. In the event of change, Winterfest will do their best to keep you informed of any such changes to the conditions and costs.

Event Dates: Thursday July 5 to Sunday July 22 inclusive.

Projected numbers – Average 6,000 people per day.

2018 Key Dates

Friday May 4	Market stall EOIs open.
Wednesday May 23	Market stall EOIs close.
Friday May 25	Offers of acceptance sent to market stall holders
Monday May 28	Signed agreement with market stall holders
Monday June 4	Stall holder fees invoiced.
Wednesday July 4	Site available for market stall holder bump in.
Thursday July 5, 5pm	Opening night.
Sunday July 22	Final day of Winterfest trading - closing time 5pm.

SELECTION PROCESS

Winterfest is seeking to create the feel, atmosphere and style of a northern hemisphere Christmas market. It is also looking for a varied and unique range of market stalls to deliver diverse products during the event.

The Market Stalls Coordinator will propose stall holders to Winterfest based on;

- completeness of applications (omission of information may jeopardise success of your application);
- preference will be given to stall holders who are prepared to trade on all 22 event days;
- the quality, variety and extent to which the products help achieve the desired Winterfest style;
- the proposed presentation of your stall;
- commitment to sustainable practice; and
- range of price points keeping in mind target audiences to the event.

TRADING HOURS

Dates of Operation: Thursday 5th July 2018 - Sunday 22nd July 2018

Operational hours:

Wednesday 4 July –Bump In	10.00am to 7pm
Wednesday 4 July – on site induction all stall holders	7pm
Thursday 5 July – Mundy St closed to traffic	3pm
Thursday July 5 – Opening Night	5.00pm to 8.00pm
Sunday - Wednesday	10.00am to 6.00pm
Thursday - Saturday	10.00am to 9.00pm
Sunday July 22	10.00am to 5.00pm

SITE INFRASTRUCTURE & SIZE

Site stalls will be a maximum of 2.4m x 2m. Winterfest will supply 1 x backdrop fencing, 2.4mwide x 1.8m high, 1 x trestle table and 1 x chair.

Winterfest makes no promise or guarantee of market stall's position. Stall holder EOs are accepted on the understanding that the stall holder agrees that their market stall is at the sole discretion of the Market Stalls Coordinator in conjunction with Winterfest.

Stall holders must provide access to their site to the Market Stalls Coordinator, Winterfest staff, security or other relevant regulatory bodies whenever required to ensure compliance with all relevant codes, guidelines or laws. Failure to meet guidelines set by relevant authorities may result in stall holder being closed down until such time as the breach is remedied. Stall holders will remain liable for full site fees during any period of closure.

SITE PRESENTATION

Winterfest is a high quality activation and as such stall holders need to take direction from the Market Stalls Coordinator to ensure their stalls are well presented in a winter style and feel. Presentation of all aspects of Winterfest are important to us, and it's imperative that stall holders and their staff present themselves, their sites and their products in the best possible light at all times. This requirement is of equal importance both front of house and back of house. Winterfest retains the right to insist any stall holder properly maintains their stall. Failure by the stall holder to comply with this rule may result in Winterfest taking direct action which may include repair, remediation, rubbish removal or requiring the site to shut down. The costs incurred through any of these actions will be charged to the stall holder.

RIGHT OF VETO

Winterfest retains the right in conjunction with the Market Stalls Coordinator to enter any stall at any time to request the removal of any article, sign, picture or printed matter, considered to be ineligible for display or offensive or substandard. Failure to remove such items may result in stall holder being closed down and the stall holder asked to leave. The stall holder will still be liable for full site fees.

PRODUCT LIST

To ensure a diverse product range during Winterfest, a proposed products list with associated pricing is to be submitted to the Market Stalls Coordinator prior to the event. Please note, products that have not been disclosed prior to display for sale may be requested by the Market Stalls Coordinator to be removed if deemed inappropriate for the market, or in contravention other stall holder's agreements.

Stall holders must not sell any tobacco related products, liquor related products or items that may contravene existing sponsorship agreements held by Winterfest.

FOOD AND BEVERAGES

Market stalls are not to sell food or beverages (for consumption on site) unless approved by Winterfest through the Market Stalls Coordinator.

PARKING

Please note there is strictly no parking on site. Vehicle access to Mundy Street will cease at 3pm on Thursday July 5.

DELIVERIES AND STALL HOLDER ACCESS

Rules and access conditions may include but are not limited to:

- no vehicle access to Mundy Street;
- vehicle(s) access for bump in and bump out will be restricted to traffic on roadways and not on footpaths;
- vehicles found to have strayed from the path may incur a financial penalty; and
- delivery access to the Winterfest site will be limited to times when the site is closed to the public.

POWER

Power is limited on site. It is important that stall holders requiring a powered site indicate what

appliances they will be using within their stalls. Only leads, power boards and electric appliances with current test tags in accordance with AS/NZS_3760:2010 may be used. Electrical appliances and leads that do not have current test tags, or that are deemed to be in-breach of the safety standard will be asked to be removed from site.

WASTE & RECYCLING

The stall holder's site fee covers reasonable waste disposal and standard cleaning.

Stall holders are asked (where possible) to use compostable packaging, addressing one measure to improve the sustainability of Winterfest, and aid Winterfest in moving towards a 'Zero Waste' event. This includes all products being issued to the customer including but not limited to bags.

Winterfest will supply the stall holder with access to bins for waste.

If you require more information about improving the green footprint of the Market Hall, please contact us. Let's reduce and reuse our waste.

Specialist disposal of wax or oils and other specialist waste must be conducted by the site holder at their cost.

Please note any additional cleaning such as removal of candle wax or essential oils from the site will be charged at cost + 15% to the site holder.

GAS

In compliance with WHS guidelines, SafeWorkSA no longer allows site holders to use domestic gas bottles onsite. Stall holders will be required comply with SafeworkSA guidelines.

PROCEDURES & POLICY

Winterfest has risk management procedures in relation to its operations. Whilst operating at Winterfest stall holders are required to adhere to the Winterfest procedures and policies and maintain their own WH&S policies to ensure safety of their workers and the public.

The stall holders and their staff will be required to attend an on-site induction with Winterfest staff prior to bump-in. This is to ensure you and your staff follow all safety guidelines and best-practices.

ACCESSIBILITY

Winterfest is committed to providing equal access, we require stall holders to address accessibility requirements when planning your sites.

This may include but is not limited to:

- a section of low counter accessible to patrons in wheelchairs;
- well-lit signage with clear lettering; and
- clear passage of travel within sites.

SMOKING

Winterfest requests that you smoke in the designated smoking areas and be conscious of the desire of patrons who don't choose to smoke. Smoke free areas include the entirety of the Packing Shed which is the designated market stalls Area. Stall holders are asked to smoke in the designated smoking areas only. Please dispose of butts carefully.

INSURANCE

Stall holders must carry a minimum of AUD\$20 million public liability insurance. If selling food items the policy must specifically cover the operation of an outdoor temporary food business, with the correct dates of trade and location of the site. The stall holder will be required to provide a copy of their policy at the time of signing their agreement.

SECURITY

Security guards will be present on site for 24 hours a day during Winterfest. All due care will be taken to ensure the safety of all areas of the site however Winterfest, and the Market Stalls Coordinator (POSH Markets), takes no responsibility for any goods or property brought onto or left on the site by a stall holder.

CANCELLATION

Stall holder cancellation at any time will result in the stall holder forfeiting their fees. Cancellation after Monday June 10 will result in the stall holder being liable for the full rental plus any costs incurred by Winterfest for the hire or provision of any other services or items requested by the stall holder.

DISCLAIMER:

All who participate in Winterfest do so at their own risk. Renewal SA, its employees, the Market Stalls Coordinator (POSH Markets), and all the staff connected with Winterfest do not accept responsibility for any injury, damage or theft to any person, property or stock arising by reason of attendance or participation at Winterfest

Renewal SA does not warrant or guarantee the number of public attendances at the Winterfest nor assure site holders of any particular level of patronage, promotion or turnover.

The stall holder must agree to indemnify and keep indemnified Renewal SA, its employees and the Market Stalls Coordinator (POSH Markets), against any claims or charges arising out of any actions or omissions of the site holder in the performance of the provisions of their stall holder agreement.

WINTERFEST 2018 MARKET STALLS FINANCE

Site Fees for individual stall holders

Item	Cost - all costs ex GST
18 days of Winterfest. Single Site Fee per stallholder. Stalls are required to be open for all 18 days and all trading hours as set out in this information pack.	\$470 + GST
18 days of Winterfest. Double Site Fee per stall holder . Stalls are required to be open for all 18 days and all trading hours as set out in this information pack.	\$940 + GST*
11 days of Winterfest Thursday 5 July – Sunday 15 July. Includes Opening Night. Single Site Fee per stallholder. Stalls are required to be open for all 11 days and all trading hours as set out in this information pack. Bump out Sunday 15 July 6.00pm – 10.00pm Conditions apply.	\$440 + GST
11 days of Winterfest Thursday 5 July – Sunday 15 July. Includes Opening Night. Double Site Fee per stallholder. Stalls are required to be open for all 11 days and all trading hours as set out in this information pack. Bump out Sunday 15 July 6.00pm – 10.00pm Conditions apply.	\$880 + GST*
10 days of Winterfest Friday 13 July – Sunday 22 July. Single Site Fee per stallholder. Stalls are required to be open for all 10 days and all trading hours as set out in this information pack. Bump in Friday 13 July 7am-10am. Restrictions apply for cars to the site.	\$400 + GST
10 days of Winterfest Friday 13 July – Sunday 22 July. Double Site Fee per stallholder. Stalls are required to be open for all 10 days and all trading hours as set out in this information pack. Bump in Friday 13 July 7am-10am. Restrictions apply.	\$800 + GST*
4 days of Winterfest. Thursday 5 July – Sunday 8 July Stalls are required to be open for all 4 days and all trading hours as set out in this information pack. Bump out Sunday 8 July 6pm-10pm. Restrictions apply.	\$290 + GST
3 days of Winterfest. Friday 13 July – Sunday 15 July Stalls are required to be open for all 3 days and all trading hours as set out in this information pack. Bump in Friday 13 July 7am-10am. Bump out Sunday 15 July 6pm-10pm. Restrictions apply.	\$250 + GST
3 days of Winterfest. Friday 20 July – Sunday 22 July Stalls are required to be open for all 3 days and all trading hours as set out in this information pack. Bump in Friday 20 July 7am-10am. Restrictions apply.	\$250 + GST
Consignment Opportunity – 6 spaces for local Artists, Designers and Makers exists to be showcased in a special exhibit space. All items on consignment to be for sale.	\$85 + GST Plus 40% Commission on sales
Electrical Fee	\$25 + GST
Waste Fee	included in site fee
Specialist cleaning	cost + 15%
Trestle Table – 1x table included in single stall. 2x tables included in double.	Additional tables \$20
Chairs – 1x Chair included in single stall. 2x Chairs included in double stall.	Additional chairs \$15

***Please note there is a limited number of double stalls available. You will be offered a single stall if we are unable to accommodate your request for a double stall.**

Winterfest Market Stall Expression of Interest. Closing date for EOIs Wednesday 23 May Please

supply written applications addressing all the criteria below to; hello@poshmarkets.com.au

1. Business Name;
2. Contact Name;
3. Contact Mobile Number;
4. Email address;
5. Address; Street Number and Street Name; Suburb; postcode;
6. Business Website URL;
7. Businesses Face Book URL;
8. Businesses Instagram URL;
9. Previous Market experience – Please provide information on any recent markets where you have held a stall;
10. Please provide any photos of your previous stall set ups.
11. Describe briefly how you proposed to set up you stall for Winterfest.
12. Please provide a proposed list of items for sale and their prices.
13. What products will you be selling that have been created specifically for Winterfest and address the events northern hemisphere winter theme?
14. Indicate your preferred stall size and dates as outlined in the ‘Stall Fees’ table of this document.
15. Please indicate if you require power and what types of appliances you will be powering.
16. Please include a copy of your insurance cover & certificate of currency with your application.