

# Practically GREEN FESTIVAL

MARKET STALL HOLDER GUIDE 2017

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**Sunday 15 October 2017, 10am-4.30pm**

**Edendale, 30 Gastons Road, Eltham**

## **Nillumbik Shire Council's Practically Green Festival is on again for 2017!**

The Practically Green Festival celebrates sustainable building, living and all things green. Held at Edendale, the Festival is a highlight for the Nillumbik community with a great atmosphere, quality exhibits, music, food and wine, and children's activities – there is something on offer for the entire family.

The Festival attracts 5,000 visitors, from builders and renovators to those who are simply looking to improve the comfort of their home to showcase leading solutions in sustainable building, retrofitting and lifestyle options and resources.

The Festival offers something for everyone:

- Sustainable building and lifestyle exhibitors
- Music
- Children's activities and entertainment
- Workshop program
- Edendale nursery and gardens
- Local food and wine
- Market stalls
- Not-for-profit and community groups
- Sustainable art project.



## Location

### **Edendale, 30 Gastons Road, Eltham (Melway 22 A1)**

Edendale – Council’s community environment farm – offers a range of environmental information and educational programs on topics such as biodiversity, waste management, air quality and water conservation.

Situated on the banks of the Diamond Creek, Edendale is nestled within the heart of Nillumbik’s Green Wedge, 1.4 kilometres north of the Eltham town centre.

The Edendale grounds – spread over seven acres – feature community education buildings, animal pastures, an old homestead (circa 1896); an Indigenous Plant Nursery, gardens and open space.

Edendale is the perfect location for an outdoor environmental festival with all the required amenities including toilets and parking.

**Please note: the Practically Green Festival is an outdoor event.**

## Who should participate?

The Practically Green Festival is the perfect opportunity for businesses and organisations to promote, display and sell products or services that demonstrate best practice in sustainable building and lifestyle.

We welcome market stalls that have a product, service or solution that will help create a more sustainable future in any aspect: energy, waste, water, building, homewares, craft, arts and community groups. We especially encourage groups that refashion old products into something new.

The market stall application is not suitable for hot food vendors – please refer to the food vendor application or contact Karen Borton.

We hope that market stalls will showcase innovative and diverse sustainable products and services and will share our sustainable vision for the Festival.

A limited number of stalls are available so avoid disappointment and submit your application today.

Market stall selection and site allocation is at the discretion of the Practically Green Festival Committee.

## Why participate?

There are plenty of great reasons to be a Practically Green Festival stall holder:

- Be a part of a trusted and popular Festival.

- Market your products and services directly to the public.
- Establish relationships and get to know customers face-to-face.
- Increase your brand recognition.
- Network with like-minded businesses, meet like-minded people and enjoy the festival fun!

## Festival goers

The Shire of Nillumbik and surrounding areas are home to a keen audience interested in the environment.

The Practically Green Festival attracts people interested in learning about sustainable building and living and also draws a wider audience to engage with through the many other activities and entertainment offered at the Festival.

## Marketing

In the lead up to the Practically Green Festival, we undertake a comprehensive marketing campaign to ensure that we get as many people through the gates as possible giving you the greatest exposure.

This includes:

- Advertising and editorial in local newspapers
- Social media
- Council publications and newsletters
- Online – Council and tourism websites
- Local newsletters and publications
- A3 poster campaign
- DL flyers
- Roadside signage throughout the Shire
- Radio advertising.

## How to apply

### Lodge your registration form

Complete and return the registration form by 25 August 2017. Full payment must be received by 29 September 2017.

Exhibitors who have not made payment by 29 September 2017 may not be able to take part in the Practically Green Festival.

### Conditions and cancellation terms

Nillumbik Shire Council reserves the right to determine whether your stall is suitable for the Practically Green Festival and whether it will be accepted.

Companies lodging a registration form and payment are not guaranteed exhibition space.

All applicants will be informed of their success or otherwise as soon as possible after lodging an application. Any unsuccessful applicants will receive a full refund.

**All cancellations must be made in writing. No refunds on exhibition fees will be given.**

Exhibitors undertake the Practically Green Festival at their own risk. Nillumbik Shire Council is not responsible for any loss or damages that may occur to personal or hired materials.

**Public Liability Insurance is required to take part in the Practically Green Festival. Please provide a copy of your current insurance certificate with your application.**

### Site allocation

Market stall sites are set for 3 metre by 3 metre marquees.

Exhibitor site allocation is determined by the Practically Green Festival Committee based on a range of factors. Exhibitors are not guaranteed the same site as previous years. Larger sites can be made available on request for an increased fee.

Exhibitors can provide their own marquees or a marquee can be provided for an additional cost. Please indicate your requirements on the registration form. If you provide your own marquee it should be in a presentable condition and provide adequate protection from the elements.

Please be aware that if you are providing your own marquee it must be weighed. If you do not have weights they are available to hire. Stakes are not permitted at

Edendale. This is for your own safety as there is the risk of hitting the shallow electricity supply.

If you require a non-standard site size, please contact Karen Borton to discuss your requirements.

Electricity is an additional charge. Stand decoration and signage is the responsibility of the stall holder.

## Sustainability

The Practically Green Festival aims to demonstrate sustainability in every aspect of the event. Please minimise waste as much as possible and do not bring or distribute at the festival: balloons, plastic bags, plates, cutlery or cups unless they are recyclable/biodegradable.

## Bump in and bump out

Gastons Road (access road for Edendale) will be closed from 7am to 5.30pm on Sunday 15 October 2017 for the Practically Green Festival. The closure will be supervised by Nillumbik Shire Council.

Stall holder access will be provided on the afternoon of Saturday 14 October and restricted access on Sunday 15 October. Stall holders must produce business identification for entry to Edendale.

**Bump in time:** Saturday 14 October between 2pm and 6.30pm  
Sunday 15 October between 6am and 8am

**Bump out time:** Sunday 15 October between 5pm and 7pm  
(advised times – bump out will only commence once access to the site has been deemed safe. You may only bring your vehicle on site when permitted by a festival staff member)

We strongly encourage stallholders to utilise the Saturday afternoon time period to set up stalls. Space will be available onsite within the Education Building for storage of equipment overnight, if required.

Security will be onsite at Edendale on the night of Saturday 14 October 2017.

For the safety of visitors, all trader or market stall holder vehicles will need to be removed from Edendale prior to 9am on Sunday 15 October. Parking for stall holders will be provided on-site.

## Contact

### Rachel Bishop

Environment Project Officer

Nillumbik Shire Council

Phone: 03 9433 3206

Email: [rachel.bishop@nillumbik.vic.gov.au](mailto:rachel.bishop@nillumbik.vic.gov.au)

## PGF Market Stall Registration Form

Company.....

ABN.....

Contact Name.....

Address.....

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Postcode.....

Telephone.....

Mobile.....

Email.....

Website.....

Brief description of your business

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### Market space

3m x 3m space with marquee and weights provided @ \$255

3m x 3m space BYO marquee @ \$55

\$.....

**Note: A marquee to protect you from the elements in an essential OHS requirement.**

### Extras:

Electricity @ \$55 \$.....

Marquee weight package (for BYO marquee) @ \$25 \$.....

Trestle Tables @ \$15 each \$.....

Chairs @ \$5 each \$.....

### Total

\$.....

All prices include GST.

### Bump in date

Saturday 14 October between 2pm-6.30pm

Sunday 15 October between 6am-8am

**It is highly recommended to bump in on Saturday 14 October where possible.**

### Payment

Enclosed cheque payable to Nillumbik Shire Council

We are unable to take credit card payment with this application form. If you wish to pay by credit card please complete your exhibitor application using the online form at

[www.nillumbik.vic.gov.au/pgfestival](http://www.nillumbik.vic.gov.au/pgfestival)

### Terms and Conditions

I understand that payment prior to event is required to exhibit and that the allocation of stalls is at the discretion of Council. I have read the conditions and cancellation terms.

I have included a copy of our current public liability insurance certificate.

Signed.....

Date.....