

Nillumbik Shire Council Pet Expo

Stallholder Guide 2021



Prepared March 2021

**COMMUNITY
SAFETY**



Nillumbik
The Green Wedge Shire

Contents

1. Background.....	3
2. Who should exhibit?	3
3. Why exhibit?	3
4. Festival attendees.....	4
5. Marketing and promotion	4
6. How to exhibit	4
7. Guidelines for stallholders.....	5
8. Conditions and cancellation terms	5
9. Site allocation	5
10. Site costs	6
11. Marquees.....	6
12. Environmental considerations.....	6
13. Food/Drink permits	7
14. Bump in and bump out.....	7
15. Conditions of participation.....	7
16. Contact details	9

1. Background

The Nillumbik Pet Expo aims to promote responsible pet ownership and the services and activities relating to pets in the Shire and beyond. It is one of Council's largest and longest-running events, attracting over 5,000 people every year. Now in its 23rd consecutive year, this fun event offers a range of displays, competitions and entertainment for the whole family.

Date: Sunday 17 October 2021

Time: 10am-3.30pm

Location: Marngrook Oval, Main Hurstbridge Road, Diamond Creek (Melway 12 A6)

We welcome expressions of interest for stallholders to exhibit at the Pet Expo. Complete the online application
<https://www.nillumbik.vic.gov.au/Living-in/Animals/Pet-Expo-2021>

2. Who should exhibit?

The Nillumbik Pet Expo is the perfect opportunity for businesses and organisations to promote, display and sell products or services that demonstrate responsible pet ownership and activities relating to pets.

We hope that exhibitors will showcase innovative and diverse products and services and will share our vision for the Pet Expo.

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

Exhibitor selection and site allocation is at the discretion of Nillumbik Shire Council.

3. Why exhibit?

There are plenty of great reasons to exhibit at the Pet Expo.

- Be a part of a trusted and popular event.
- 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 this fun event.

4. Festival attendees

The Shire of Nillumbik and surrounding areas are home to passionate pet owners. There are currently over 15000 pets registered throughout the municipality. The Pet Expo attracts people interested in learning about responsible pet ownership, innovative products and interacting with like-minded pet owners. The event also draws a wider audience to engage with through the many activities and entertainment offered at the event.

5. Marketing and promotion

In the lead up to the Pet Expo, 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 but is not limited to:

- Advertising and editorial in local newspapers
- Social media
- Council publications and newsletters
- Council and tourism websites
- Local newsletters and publications
- Posters
- Flyers
- Roadside signage throughout the Shire

6. How to exhibit

Submit your application form

Complete online application form by Saturday 31 July 2021.

Once you have been notified that you have been successful in obtaining a stall, you will be supplied with details on how to pay.

7. Guidelines for stallholders

Stallholders are required to provide:

- All related equipment and accessories for preparation and activity service.
- Staff for set-up, service and pack-down.
- Stall signage, decorations and related branded information – adequately weighted and secured.
- Evidence of food registration and certificates (where relevant).
- Product ingredient listing available for patrons with dietary requirements (where relevant).
- Hand washing facilities (hot/cold water in compliance with Vic Food Act guidelines).

8. Conditions and cancellation terms

- Nillumbik Shire Council reserves the right to determine whether your stall is suitable for the Pet Expo and whether it will be accepted.
- Stall holders/businesses lodging an expression of interest are not guaranteed a site at the Pet Expo.
- All applicants will be informed of their success or otherwise as soon as possible after lodging an application.
- All cancellations must be made in writing. No refunds on exhibition fees will be given.
- Exhibitors undertake the Pet Expo 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 Pet Expo. Please provide a copy of your current insurance certificate with your application.

9. Site allocation

Nillumbik Shire Council will allocate all stall positions, taking into account power, waste and other service requirements; size of your stall; site plan and pedestrian flow of the site; and other health and safety issues relevant to the staging of the event. Please note, stallholders can request a preferred location, however we cannot guarantee a particular site in advance.

10. Site costs

Site Fee	Table and chairs	Utilities
Non-profit organisations/ - Free Business / food vendor- \$30	\$20.00 + GST per set (1 x 8m trestle and 2 chairs)	No fee for a powered site but we have very limited sites available. Please specify if you require a powered site in your application.

11. Marquees

If the stallholder requires a marquee to be supplied, Nillumbik Shire Council will supply as per the cost indicated. You'll need to specify your requirements in the expression of interest application.

Size	Cost
3m x 3m (Event-Instant)	\$225 +GST
6m x 3m (Event-Instant)	\$400.00 +GST
6m x 6m (Event-Structure)	\$1200 +GST
6m x 12m (Event Structure)	\$2000 +GST
Other Size	Price available upon application

Stallholders who provide their own marquees need to have these marquees approved by the event organiser. The structure will need to be adequately weighted and secured.

12. Environmental considerations

Nillumbik Shire Council strives to incorporate environmentally sustainable principles into its event. We ask that, where possible, stallholders use compostable or recyclable consumable items including cutlery, crockery, and cups etc; maintain awareness of conservative power and water use; and reduce use of packaging to minimise waste disposal. Balloons are not recommended.

13. Food/Drink permits

All stallholders are required to comply with the requirements of the Victorian Food Act. For further information, contact Council's Environmental Health Unit on 9433 3340.

14. Bump in and bump out

Stallholder access will be provided after 6pm of Saturday 16 October and restricted access on Sunday 18 October. Stall holders must produce business identification for entry to Marngrook Oval.

Bump in: Saturday 16 October between 6pm and 9pm.

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 an event staff member. Security will be onsite at Marngrook Oval on the night of Saturday 17 October 2018.

Bump out: Sunday 17 October from 3.30pm to 5.30pm

For the safety of visitors, all stallholder vehicles will need to be removed from Marngrook Oval prior to 9am on Sunday 17 October. Parking is available around the site, first in best dressed.

15. Conditions of participation

By completing the registration form, stallholders acknowledge and agree to follow the conditions of participation:

- Stallholders will behave in a hospitable manner towards the public and in a courteous and friendly manner to all workers, volunteers and stallholders involved in the event.
- Stallholders are responsible for the provision and removal of all product and equipment beyond that which is specified as supplied in the site package.
- Power and other site requirements are to be discussed with the event organiser prior to the event. There will be restrictions on power available.
- Stallholders must comply with relevant safe food handling programs and agree to comply with the Food Handling reporting mechanisms on the day, as required by the Victorian Food Act.
- Stallholders will observe all Victorian Fire Service, Food Safety Standards, Workplace Standards, Liquor Licensing requirements and other relevant Commonwealth, State and

Local laws and regulations relating to the preparation, display, handling and sale of food and beverages.

- The event accepts no responsibility for any injury whatsoever caused to employees, contractors or sub-contractors. To the extent possible by law, the stallholders release and discharge from the event from all future claims in relation to injuries sustained to employees, contractors and sub-contractors.
- The event will not be held responsible for any damage to stallholders' equipment while on site or during delivery or removal.
- Outdoor events are all weather events and stallholders are expected to agree to participate in the event regardless of weather conditions, unless the event organisers deem the weather too unsafe to proceed.
- Only persons the age of eighteen (18) years or above may be solely responsible for the conduct of any stall site.
- Proof of current \$10 million public liability insurance must be provided to the event organiser. Council can assist community groups to obtain public liability.
- The event has the permission of stallholders and staff to take photographs of the stall, stallholders and staff and is authorised to publish and use those photographs for marketing of the event.
- Stallholders are expected to keep their designated space clean, tidy and free of rubbish and other hazards at all times.
- The event reserves the right to, after notice and opportunity afforded to rectify, close any stall that does not comply with the terms and conditions of this agreement.
- The event does not in any way warrant that a stall will have a particular level of sales or particular profitability.
- Stall holders shall obey all lawful instructions from the site manager or delegate.
- Council reserves the right to refuse acceptance of any stallholders/participants agreement and refuse access or request the stall holder/participant to vacate to the site at any time.

16. Contact details

Megan Sparks

Team Leader Community Safety and Amenity Support

Nillumbik Shire Council

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