

Floriade

Australia's Biggest Celebration of Spring



FLORIADE 2022

**FOOD VENDOR
EXPRESSION OF INTEREST (EOI)
INFORMATION PACK**



Australia's Biggest Celebration of Spring

Contents

ABOUT FLORIADE	3
WHAT WE ARE LOOKING FOR	4
COVID-19 PUBLIC HEALTH EMERGENCY	5
TRADING AT FLORIADE	6
KEY MILESTONE DATES	7
TRADING AT FLORIADE	8
BASIC SITE PACKAGE INCLUSIONS	8
TRADING FEES 2022	10
SITE REQUIREMENTS	11
MARQUEES	11
UNAPPROVED STRUCTURES	11
ADDITIONAL POWER REQUIREMENTS	12
PAYMENTS	12
HOW TO APPLY	13
FREQUENTLY ASKED QUESTIONS	14
THANK YOU	15
CONTACT US	15



ABOUT FLORIADE

Welcome to Floriade 2022! **Australia's Biggest Celebration of Spring** will return to the heart of the city in Canberra's beautiful Commonwealth Park, from Saturday 17 September to Sunday 16 October.

Floriade will celebrate its 35th year in 2022, and for 30 days across September and October, Canberra comes alive with beauty, colour and vibrancy. Experience a diverse and ever-expanding program of music, cultural celebrations, food and wine, horticultural workshops, market traders, artistic displays, entertainment, recreational activities and more as Floriade celebrates all things flowers, food and gardens.

The theme this year is the **Sounds of Spring**, and visitors will be treated to a stunning display of over one million blooms spread through the beautiful gardens to the soundtrack of atmospheric instrumentals, classical and contemporary tunes. Expect surprise performances set amongst the flower beds such as an opera singer, a contemporary musician, or a string quartet welcoming the arrival of spring to the capital.

This year's program will showcase the best in horticultural and garden design with workshops, demonstrations and engaging installations. Themed vendor villages and dining options will be spread across the park to enhance the visitor experience and ensure Floriade 2022 has something for everyone. Entry to Floriade is free, and the gates are open **9.00am – 5.30pm daily**.

The last full format Floriade in 2019 recorded the highest attendance ever with over **507,500** visitors coming through our gates, 49% of whom were from interstate. The event continues to attract visitors across all age groups and is popular with the young and young at heart.

NightFest also returns with a new and exciting program of after dark entertainment and horticultural illuminations as we explore Floriade's Dark Side from **29 September to 2 October**. Over **30,000 visitors** are expected to attend over the four nights, when from 6.30 – 10.30pm the park will be illuminated with colour and filled with roving entertainment, stalls and fantastic food.



Dogs' Day Out is an annual highlight of the program, a special day when visitors can bring their furry friends along to Floriade and frolic amongst the flowers. Dogs Day Out will be held on the final day of Floriade, **Sunday 16 October**.

Please note no additional vendors will enter the site just for NightFest, preference is given to onsite traders in the first instance, curated programming excepted.

WHAT WE ARE LOOKING FOR

Events ACT will review applications and choose a collection of food vendors to provide a variety of delicious and appealing food and beverage options for attendees. Fair and equal consideration is given to all applicants, regardless of previous involvement in the event or similar events.

The final decision will be at the discretion of Events ACT based on the overall strategic fit to the event vision and objectives and to allow for a balanced range of offerings and price points at the event.

Event site logistics and availability of space and power will also be taken into consideration.

WE ARE LOOKING FOR VENDORS:

- ◆ With unique, visually appealing and creative stalls
- ◆ Fit the event theme and vision
- ◆ Offer a range of quality products and value for money for attendees
- ◆ With professional presentation for the stall, products, and staff



COVID-19 PUBLIC HEALTH EMERGENCY

The COVID-19 pandemic has significantly impacted the events sector at a local, national and international level – including the ability to plan for and attend event and festival activities.

While the economic and employment effects of COVID-19 are still unfolding (and the ongoing impacts and timeframes for public health directions remain unclear, supporting festivals and events activity will play a key role in driving economic recovery and a range of social and community outcomes.

However, it cannot be assumed that the events landscape will return to the way it was prior to the COVID-19 public health emergency. It is important to recognise that the pandemic may also continue to place certain event and festival activities at risk, which will need to be considered in the lead up to Floriade 2022.

Events ACT is working closely with ACT Health and the Chief Medical Office to define the operating format for 2022 and any applicable restrictions that may apply. In expressing your interest to trade at Floriade in 2022, you will be required to acknowledge this uncertain future and demonstrate your ability to be adaptable to change in the lead up to the event.

Stallholders should be aware Events ACT may be required to make changes to Floriade at any time before or during the event as a result of the COVID-19 public health emergency. This may include, but is not limited to the event capacity, format, ticketing and session times, programming site layout, stall allocations and safety requirements. Stallholders will be notified of any changes.



TRADING AT FLORIADE

We are looking for **high quality food and beverage vendors** to provide a wide variety of food and dietary choices for visitors to enjoy around the park.

This year we are keen to overhaul our food and beverage offer across the park and will be looking to replace the previous large central Floriade Café with smaller more intimate cafes situated throughout the event space in iconic locations that will encourage visitors to sit and linger.

For Floriade 2022 we will be delivering a range of options that include high end dining and morning and afternoon high teas at The Marion situated in the National Capital Exhibition (NCE) building that will have direct access for the first time from the event site.

We are now calling for experienced operators to supplement this offer, we are seeking:

- 1 x Coffee cart operator (or 2-3 if singular operator is unable to meet our need) – ideally with 2-3 carts to trade at high profile positions across the park and during key weekend programming locations. These will be small footprint operators providing a high-quality experience around the park.
- 2 x Café operators – to run dedicated café sites situated in our vendor villages. These locations will consist of a marquee and dedicated external dining / seating area, in a unique location. We are looking for high quality food and beverage experiences, that reflect the operator's brand and become onsite destinations due to the quality of the offer and experience for the guest.
- Up to 13 x food & beverage trucks situated across the site in high profile positions creating additional grab and go dining options, we are seeking high quality presentation of the truck and a wide range of options for visitors.

Vendors must be capable of high-volume output of products with a commitment to providing high quality customer service. It goes without saying that the **food should be delicious and a wide range of dietary options available.**

We encourage vendors to showcase the amazing local and regional produce of Canberra and surrounds wherever possible.

Vendors are an important part of the visitor experience and this document aims to ensure you have everything you need to know about trading at Floriade.

Floriade 2022 is calling for operators who wish to partner with Events ACT and deliver an unparalleled visitor experience, this year we are paying particular attention to traders who are prepared to ensure their trading site is more than a marquee in a zone or a food truck parked under the trees, we are looking for traders who wish to dress and theme their location to a high quality standard and Events ACT will be presenting awards for best dressed by category and best in show.



KEY MILESTONE DATES

What's happening	Date
Applications open	Friday 27 May 2022
Applications close	Friday 17 June 2022 - Midnight
Offer letters sent out	Monday 27 June 2022
Offer acceptance deadline	Thursday 30 June 2022
Holding deposit due	Monday 4 July 2022
Bump-in	Week commencing Monday 5 September 2022 <i>Times to be advised</i>
Floriade	Saturday 17 September - Sunday 16 October (30 days) 9.00am – 5.30pm daily
Second vendor payment due	Monday 23 September 2022
NightFest	Thursday 29 September - Sunday 2 October (4 Nights TBC) 6.30pm – 10.30pm
Dogs Day Out	Sunday 16 October 9.00am – 5.30pm
Bump-out	Sunday 16 October – Tuesday 18 October 2022 <i>Times to be advised</i>
Final payment due	14 days from final day of trade



TRADING AT FLORIADE

BASIC SITE PACKAGE INCLUSIONS

The site fee includes the following basic site package for each category.

All infrastructure, equipment and stock must fit within your allocated site, including back of house area and cool rooms. Vendors must request a larger site if required and additional charges apply.

COFFEE CART SPACE

Vendors applying under the food cart space category will be provided with the following basic site package:

- ◆ Allocated Space for cart (approx. 9m²) includes access to shared tables and chairs
- ◆ 2 x 10 amp or 1 x 15 amp Power Outlet and Power Supply
- ◆ Access to rubbish and recycling disposal bins
- ◆ Access to shared potable (fresh) water. No permanent connection unless approved.
- ◆ Access to grey water disposal infrastructure
- ◆ Dedicated team of cleaners to ensure the front of house (FOH) area is kept clean and all rubbish is removed off site.

FOOD TRUCK/VAN SPACE

Vendors applying under the food truck/van space category will be provided with the following basic site package:

- ◆ Allocated Space for truck/van (18m²) includes access to shared tables and chairs
- ◆ 2 x 10 amp or 1 x 15 amp Power Outlet and Power Supply
- ◆ Access to rubbish and recycling disposal bins
- ◆ Access to shared potable (fresh) water. No permanent connection unless approved.
- ◆ Access to grey water disposal infrastructure
- ◆ Dedicated team of cleaners to ensure the front of house (FOH) area is kept clean and all rubbish is removed off site.



CAFÉ

Vendors applying under the Café category will be provided with the following basic site package:

- ◆ Standard 9m x 9m marquee (exterior walls and roof – no internal walls)
- ◆ Large external seating area (approx. 90m²). Tables and Seating are the responsibility of the vendor.
- ◆ Standard Timber Flooring - Ply and Bearer
- ◆ Standard Fluro lighting (Food grade) – 1 per 3m x 3m
- ◆ General external park lighting for Nightfest - specific lighting is at the vendor's expense
- ◆ Front Fascia signage with Floriade branding and trading name
- ◆ Access Ramp (2.4m²)
- ◆ Access to rubbish and recycling disposal bins
- ◆ Access to shared potable (fresh) water. No permanent connection unless approved.
- ◆ Access to grey water disposal infrastructure
- ◆ Access to back of house
- ◆ Vendors will be responsible for the management and cleaning of all front of house (FOH) and external seating areas.



TRADING FEES 2022

All prices are GST inclusive.

	Site Size	Full Event (inc. Nightfest) 17 Sept - 16 Oct 2022 (30 days & 4 nights)	Week One 17 Sept - 25 Sept (9 days)	Week Two (inc. Nightfest) 26 Sept – 3 Oct (8 days & 4 nights)	Week Three 4 Oct - 9 Oct (6 days)	Week Four 10 Oct - 16 Oct (7 days)
Coffee Cart (minimum trading period 6 days)	per Cart Space - (9m²)	\$2,970.00	\$990.00	\$1,090.00	\$660.00	\$770.00
Food Truck / Van (minimum trading period 6 days)	Food Truck Space - (18m²)	\$7,425.00	\$2,475.00	\$2,725.00	\$1,650.00	\$1,925.00
Café Site (minimum trading period 30 days)	Café Space – (180m²) site	\$14,304.00				

Trading Hours: Monday to Sunday (inc. Public Holidays): 9:00am to 5:30pm
NightFest: 6:30pm to 10:00pm



SITE REQUIREMENTS

MARQUEES

- ◆ Vendors trading out of a marquee must use a marquee provided by Events ACT's marquee contractor to ensure all temporary structures comply with all relevant Australian Safety standards. Vendors are not permitted to bring their own marquee.
- ◆ Larger marquee space may be available for an additional cost and subject to space availability. Your interest in a larger space (and the size) should be noted in your application. While requested, it is not guaranteed increase sizing will be possible.

UNAPPROVED STRUCTURES

- ◆ Only approved structures are permitted to be used at the event. Other structures including but not limited to temporary marquees, pop up gazabos, back of house preparation tents, fencing, equipment and shade cloths are not allowed.
- ◆ Umbrella's, decorative fencing or barricades, and signage stands are all subject to approval.
- ◆ Vendors are required to submit a request in writing to Events ACT for any additional structures they wish to use. All approved structures will be added to the vendor agreement.



ADDITIONAL POWER REQUIREMENTS

The basic site package includes access to the power outlets and supply as described above. Additional power outlets or electrical equipment will be charged at the below rates price.

Item	Per week/ up to 6 days rate		Full 30 days rate	
	10 amp	15 amp	10 amp	15 amp
Additional Outlet	\$70.00 each	\$100.00 each	\$250.00 each	\$350.00 each
10 metre extension lead	\$20.00 each	\$25.00 each	\$75.00 each	\$85.00 each
20 metre extension lead	\$30.00 each	\$35.00 each	\$85.00 each	\$120.00 each
RCD Power Block with 4 x 10 amp outlets	\$30.00 each	N/A	\$85.00 each	N/A
Late Order Fee for orders after 20 August 2022	\$50.00 each			
3 phase power outlets pending availability and site allocations	Price on request			
<i>All unit costs are inclusive of GST</i>				

PAYMENTS

- ◆ To support our food vendors, Events ACT have this year introduced a revised fee structure and payment timeline.
- ◆ Events ACT will issue invoices for payment of trading fees and additional charges.
- ◆ Site allocations will be considered confirmed once the signed agreement and initial deposit payment have been received. If your initial deposit payment is not received, your agreement will be cancelled, and your trading site may be reallocated.
- ◆ No vendor will be permitted to bump-in if their initial deposit is outstanding.
- ◆ If such an event occurs, you will be notified in writing by Events ACT, all monies previously paid will be forfeited and the vendor shall have no claim under the vendor agreement.
- ◆ Full payment is required no later than 14 days from your final day or trade.



HOW TO APPLY

Please submit your application online using the appropriate link below:

[Start Application](#)

TIPS FOR COMPLETING YOUR APPLICATION

- ◆ Answer all questions completely and include all the information we ask for. This is what we use to decide who is offered a spot to trade at the event.
- ◆ Include quality pictures showing off your stall design and your product presentation.
- ◆ Provide links to your website or social media pages.
- ◆ Make sure your site layout diagram has the measurements of your stall including BOH set up, cool room, trailer tow bar, doors, stairs and serving area.
- ◆ Make sure you include any marquee, power or other infrastructure requirements.

PLEASE READ THE FOLLOWING BEFORE SUBMITTING YOUR APPLICATION

- ◆ Submitting an application does not a guarantee you will be accepted.
- ◆ Returning vendors are not guaranteed acceptance or the same space as previous years.
- ◆ Events ACT has contractual arrangements with sponsors and suppliers that means the sale of some products by vendors may not be possible.
- ◆ Please be aware that even though you provide us with a list of products you wish to sell that sometimes not all of these products will be accepted or permitted. Decisions on approved products/s and price points on which you will be permitted to sell will be made by Events ACT and will be final.
- ◆ Please be aware that Events ACT does not offer vendors exclusivity on products.
- ◆ Incomplete applications or applications submitted alternatively to the online form may not be accepted or assessed.

HAVING TROUBLE SUBMITTING YOUR APPLICATION

If you require assistance in submitting your application, please contact Events ACT at event.vendors@act.gov.au



FREQUENTLY ASKED QUESTIONS

Q: When do applications close?

A: Vendor and stallholder applications will close at midnight on Friday 17 June 2022.

Q: Can I apply to trade for part of the event period not the whole event?

A: Yes, there are different trading period options available to apply for. For general trading areas a minimum commitment is 6 days

Q: I want to open and close my stall at different times?

A: Vendors are encouraged to trade for the advertised hours.

Q: Can I request a specific trading site?

A: The event layout changes each year and we cannot guarantee you a specific site. We try to accommodate the needs and requirements of all vendors onsite.

Q: Can I apply to sell alcohol at the event?

A: On site cafes will be permitted to sell alcohol within their trading site only, food trucks and carts will not be permitted to sell alcohol without prior approval.

Q: I'm having trouble with the online application form, how can I get help?

A: Please contact us at event.vendors@act.gov.au for assistance with the online application form.

Q: I want to sell different products to what I put in my application, can I do that?

A: If you wish to make changes to your products list please contact Events ACT to discuss. Only approved items are permitted to be sold at the event and we will advise how to make changes.

Q: What happens if I receive an offer to trade but I am no longer available to trade at the event?

A: You can decline an offer to trade at the event.

Q: If I decline an offer to trade at the event will it affect my applications for future events?

A: No, declining an offer to trade will not affect any of your future applications. We understand circumstances can change.



THANK YOU

We look forward to receiving your application.

Please contact us if you have any questions.

CONTACT US

Contact Officer:
Taylor Gallagher
Vendor Coordinator, Events ACT



event.vendors@act.gov.au



<https://floriadeaustralia.com/>

