



## **FLORIADE 2024**

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

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## ABOUT FLORIADE

Welcome to Floriade 2024! **Australia's Biggest Celebration of Spring** will return to the heart of the city in Canberra's beautiful Commonwealth Park, from **Saturday 14 September to Sunday 13 October**.

Floriade will celebrate its 37th year in 2024, with the theme **Art in Bloom**, transforming Commonwealth Park into a canvas of colour and creativity. The garden bed designs will draw inspiration from major art forms and will take visitors on an artistic journey with floral displays.

The theme will transcend the garden beds and be brought to life through entertainment, workshops, and activities, offering the opportunity for visitors of all ages to immerse themselves in different art forms and create art through interactive experiences. **Entry to Floriade is free**, and the gates are open **9:30am to 5:30pm daily**.

Floriade 2023 attracted attendance of **433,271** visitors through the gates, of whom **45%** 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 **Thursday 03 October to Sunday 06 October**. The park will be illuminated with colour and filled with roving entertainment, stalls and fantastic food over the four nights from **6:30pm to 10:30pm**.

**Dogs' Day Out** is an annual highlight of the program, a special day when visitors can bring their pooches to Floriade and explore additional dog themed offerings. Dogs' Day Out will be held on the final day of Floriade, **Sunday 13 October**.

The **Great Big Bulb Dig** will also return in 2024 on **Monday 14 October**. It is an opportunity for visitors to take a piece of Floriade home with them while supporting local charities.



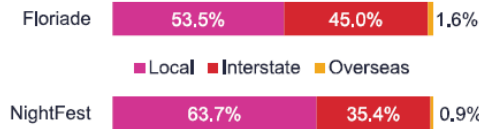
## FLORIADE 2023 VISITATION

### ATTENDANCES



Floriade/NightFest attracted total attendances of **433,271**

	Turnstile	Non-Turnstile	Total
Floriade	392,718	12,521	405,239
NightFest	27,166	866	28,032
<b>Total</b>	<b>419,884</b>	<b>13,387</b>	<b>433,271</b>



### ATTENDEE ORIGINS

Attendee Origin	Floriade	NightFest	Total
Local	216,702	17,852	<b>234,554</b>
Interstate	182,214	9,922	<b>192,136</b>
Overseas	6,323	258	<b>6,581</b>
<b>Total</b>	<b>405,239</b>	<b>28,032</b>	<b>433,271</b>

Visitors to Canberra made up more than **198,717 (46%)** of the total attendances at Floriade/NightFest

### ATTENDANCES BY VISITOR ORIGINS



3144 bags sold for the Great Big Bulb Dig

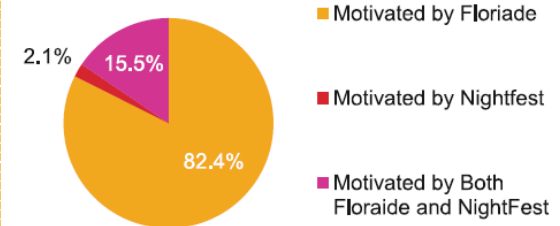


FLORIADE				NIGHTFEST			
State	No.	Country	No.	State	No.	Country	No.
NSW	133,509	New Zealand	2,299	NSW	7,156	India	65
VIC	18,336	Cambodia	575	VIC	1,107	Bangladesh	32
QLD	12,606	Canada	575	QLD	775	Canada	32
SA	7,449	China	575	SA	516	Nepal	32
WA	6,303	India	575	WA	221	New Zealand	32
TAS	3,438	Japan	575	TAS	148	Singapore	32
NT	573	Philippines	575	NT	0	United Kingdom	32
		Viet Nam	575				

### TOURISM GENERATION



**67,876** unique visitors encouraged to come to Canberra because of Floriade/NightFest.



## TRADING AT FLORIADE

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.

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.

Food vendor offerings at Floriade will be complemented by the main Floriade café which will be located to the north of the Main Vista area and will include a covered seating area, a beer garden, a wine garden and a spirits garden.

We are seeking experienced operators to provide:

- ◆ A minimum of 10 food stalls creating grab and go dining options during Floriade and NightFest.
- ◆ A minimum of 3 coffee vendors to keep up with demand, alongside the café.

We are proud to showcase products and produce from the Canberra Region, as well as the wider Australian marketplace. Events ACT value products that are beautifully presented and sustainably served or packaged.

## PRODUCT EXCLUSIVITY ARRANGEMENTS

Events ACT has exclusive contractual arrangements with sponsors and suppliers; therefore, the sale of some products is not possible. The below products are not permitted to be sold by vendors:

- ◆ Packaged ice cream (vendors can apply to sell gelato)
- ◆ White spirits including vodka and gin
- ◆ Beer
- ◆ Wine

This list may be revised at our discretion and vendors will be notified.



## WHAT WE ARE LOOKING FOR: FOOD VENDORS

Events ACT will review applications and select vendors to provide a variety of delicious and appealing food and beverage options for Floriade 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.

The following factors will be considered when reviewing applications:

- ◆ Visual appeal, branding and professional presentation of stall/food truck and staff.
- ◆ Food quality and presentation.
- ◆ Experience for patrons (something new, branded trucks/marquees that suit the event theme and vision).
- ◆ Variety of food offerings (e.g. multiple vendors with the same menu items).
- ◆ Menu item cost/affordability for attendees (to provide some lower cost options).
- ◆ Balanced selection of main meals, snack food and desserts options.
- ◆ Choices for attendees with dietary requirements (gluten free, vegan, vegetarian etc.).
- ◆ Environmental and sustainable serving ware and packaging.
- ◆ Site size requirements and availability.
- ◆ Power requirements and availability.
- ◆ Experience and ability to handle high-volume of traffic
- ◆ Business location (balance between local and interstate options).
- ◆ Aligning with the Events ACT Values.
- ◆ History with Events ACT, or other ACT Government departments, including:
  - any outstanding/unpaid invoices,
  - not complying with Work Health Safety and event requirements, and/or
  - unprofessional and disrespectful behaviour.



## KEY MILESTONE DATES

What's happening	Date
Applications open	Friday 26 April 2024
Applications close	Friday 17 May 2024 - Midday
Offer letters sent out	Week ending Friday 7 June 2024
Offer acceptance deadline	Four business days from date of offer
Holding deposit due	Friday 28 June 2024 or due date listed on invoice
Final Site Requirements Due	Monday 5 August 2024
Full payment due	Friday 26 August 2024
Bump-in	Week commencing Monday 2 September 2024 <i>Times to be advised</i>
Floriade	Saturday 14 September - Sunday 13 October 2024 (30 days) 9.30am – 5.30pm daily
NightFest	Thursday 3 October to Sunday 6 October (4 Nights) 6.30pm – 10.30pm nightly
Dogs Day Out	Sunday 13 October 2024 9.30am – 5.30pm
The Great Big Bulb Dig	Monday 14 October 2024 <i>Times to be advised</i>
Bump-out	Trading sites need to be kept neat and presentable until after the Great Big Bulb Dig ends on Monday 14 October and the following bump out arrangements will apply for vendors trading from marquee. <ul style="list-style-type: none"> <li>◆ Sunday 13 October (limited bump out, no vehicle access)</li> <li>◆ Tuesday 15 October 2024 (vehicles permitted)</li> </ul> <i>Times to be advised</i>



## TRADING DATES AND FEES

Trading Dates and Hours	Setup Type	Site Size	Trading Fee
<b>FULL EVENT</b> <b>Floriade:</b> Saturday 14 September - Sunday 13 October (30 days) AND <b>NightFest:</b> Thursday 03 October to Sunday 06 October 2024 (4 nights)	Food Truck space	18m2 site only (6m x 3m)	\$9,122.00
	Marquee site package	9m2 including 3m x 3m marquee	\$6,329.00
	Marquee site package	18m2 including 6m x 3m marquee	\$12,045.00
	Coffee Cart space*	9m2 site only (3m x 3m)	\$3,777.00
<b>WEEK ONE</b> Saturday 14 September - Sunday 22 September (9 days)	Food Truck space	18m2 site only (6m x 3m)	\$2,796.00
	Marquee site package	9m2 including 3m x 3m marquee	\$3,124.00
	Marquee site package	18m2 including 6m x 3m marquee	\$5,677.00
	Coffee Cart space*	9m2 site only (3m x 3m)	\$1,293.00
<b>WEEK TWO</b> Monday 23 September - Sunday 29 September (7 days)	Food Truck space	18m2 site only (6m x 3m)	\$2,246.00
	Marquee site package	9m2 including 3m x 3m marquee	\$2,849.00
	Marquee site package	18m2 including 6m x 3m marquee	\$5,127.00
	Coffee Cart space*	9m2 site only (3m x 3m)	\$1,077.00
<b>WEEK THREE</b> including <b>NightFest</b> <b>Floriade:</b> Monday 30 September – Monday 7 October (8 days) AND <b>NightFest:</b> Thursday 03 October to Sunday 06 October 2024 (4 nights)	Food Truck space	18m2 site only (6m x 3m)	\$3,071.00
	Marquee site package	9m2 including 3m x 3m marquee	\$3,261.00
	Marquee site package	18m2 including 6m x 3m marquee	\$5,952.00
	Coffee Cart space*	9m2 site only (3m x 3m)	\$1,401.00
<b>WEEK FOUR</b> including <b>Dogs Day Out</b> Tuesday 8 October - Sunday 13 October (6 days)	Food Truck space	18m2 site only (6m x 3m)	\$2,246.00
	Marquee site package	9m2 including 3m x 3m marquee	\$2,849.00
	Marquee site package	18m2 including 6m x 3m marquee	\$5,127.00
	Coffee Cart space*	9m2 site only (3m x 3m)	\$1,077.00

All prices are GST inclusive. Trading fees include the basic site package.

\*Coffee Cart site package includes the site only and additional costs will apply if a marquee is required.

Larger trading sites including additional back of house space and marquees are subject to availability and additional costs will apply. Vendors are responsible for requesting enough space and the size required should be noted in your application for consideration.

### TRADING HOURS

Floriade: 9:30am to 5:30pm (Monday to Sunday including public holidays)

NightFest: 6:30pm to 10:30pm



## SITE PACKAGE INCLUSIONS

### 18m2 FOOD TRUCK SITE PACKAGE

The trading site fee includes the following:

- ◆ 18m2 space (6m x 3m) for a food truck/trailer.
- ◆ Two 10amp power outlets or one 15amp power outlet (2 x 10amp OR 1 x 15amp).
- ◆ Access to shared potable (fresh) water. No permanent connection unless approved.
- ◆ Access to disposal infrastructure for rubbish, recycling, cooking oil, and grey (waste) water. Please note that excessive water usage or grey water generation may incur additional fees.
- ◆ Dedicated team of cleaners to ensure the front of house (FOH) event area is kept clean and all rubbish is removed off site.

### 9m2 MARQUEE SITE PACKAGE

The trading site fee includes the following:

- ◆ 9m2 trading site (3m x 3m).
- ◆ 3m x 3m standard white marquee (exterior walls and roof – no internal walls).
- ◆ Flooring (ply and bearer).
- ◆ Two standard Fluro lights.
- ◆ Two 10amp power outlets or one 15amp power outlet (2 x 10amp OR 1 x 15amp).
- ◆ Access to shared potable (fresh) water. No permanent connection unless approved.
- ◆ Access to disposal infrastructure for rubbish, recycling, cooking oil, and grey (waste) water. Please note that excessive water usage or grey water generation may incur additional fees.
- ◆ Dedicated team of cleaners to ensure the front of house (FOH) event area is kept clean and all rubbish is removed off site.

### 18m2 MARQUEE SITE PACKAGE

The trading site fee includes the following:

- ◆ 18m2 trading site (6m x 3m).
- ◆ 6m x 3m standard white marquee (exterior walls and roof – no internal walls).
- ◆ Flooring (ply and bearer).
- ◆ Two standard Fluro lights.
- ◆ Two 10amp power outlets or one 15amp power outlet (2 x 10amp OR 1 x 15amp).
- ◆ Access to shared potable (fresh) water. No permanent connection unless approved.
- ◆ Access to disposal infrastructure for rubbish, recycling, cooking oil, and grey (waste) water. Please note that excessive water usage or grey water generation may incur additional fees.
- ◆ Dedicated team of cleaners to ensure the front of house (FOH) event area is kept clean and all rubbish is removed off site.



## 9m2 COFFEE CART SITE PACKAGE

The trading site fee includes the following:

- ◆ 9m2 space (3m x 3m) for a coffee cart. The trading site fee includes the site only and does not include a marquee.
- ◆ Two 10amp power outlets or one 15amp power outlet (2 x 10amp OR 1 x 15amp).
- ◆ Access to shared potable (fresh) water. No permanent connection unless approved.
- ◆ Access to disposal infrastructure for rubbish, recycling, cooking oil, and grey (waste) water. Please note that excessive water usage or grey water generation may incur additional fees.
- ◆ Dedicated team of cleaners to ensure the front of house (FOH) event area is kept clean and all rubbish is removed off site.

All infrastructure, equipment and stock must fit within your allocated site, including back of house area and cool rooms. If you require space beyond the standard site size, please include this in your application. Vendors must request a larger site if required and additional charges may apply.

## 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.
- ◆ A marquee needs to be requested from Events ACT prior to the event.
- ◆ **Larger marquee sizes 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 a larger size 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.

Item	Per week	Full 30 days
Additional 10amp power outlets and power supply	\$75.00 each	\$265.00 each
Additional 15amp power outlets and power supply	\$105.00 each	\$370.00 each
10amp 10 metre extension lead	\$21.00 each	\$80.00 each
10amp 20 metre extension lead	\$32.00 each	\$125.00 each
15amp 10 metre extension lead	\$26.00 each	\$90.00 each
15amp 20 metre extension lead	\$37.00 each	\$150.00 each
RCD Power Block with 4 x 10amp outlets	\$40.00 each	\$95.00 each
3 phase power outlets pending availability	Price on request	Price on request

All prices are GST inclusive.

Final power requirements need to be confirmed by Monday 05 August 2024. Site requirements cannot be reduced or cancelled after this date and charges may apply for additional requirements requested subject to availability, costs to be confirmed by Events ACT.

## PRE-PURCHASED PARKING

Parking vouchers will be available for vendors to pre-purchase for the Regatta Point carpark. Parking passes will not be available at the event and need to be pre-purchased. Availability will be limited, and full-month traders will be prioritized.

More information and costs will be provided to successful applicants and additional conditions may apply.

## SUSTAINABILITY REQUIREMENTS

- ◆ As a part of the assessment criteria, vendors are required to outline how they operate sustainably, through packaging and products. For additional information on how businesses can make meaningful climate choices, click on the following link. [Businesses - Climate Choices \(act.gov.au\)](https://www.act.gov.au/businesses-climate-choices).
- ◆ All packaging/serving material provided to the public must be made from compostable, organic, biodegradable material (e.g. cardboard, paper).
- ◆ Vendors will be required to provide details of all packaging intended to be provided to the public at the event and provide samples if requested to the ACT Government at least one-month prior to the event. The ACT Government reserves the right to request a vendor changes packaging if it is found to be unsuitable for post-processing by our waste contractors.
- ◆ Vendors found to be serving items in breach of these requirements will not be allowed to trade until suitable items can be provided.
- ◆ For more information, vendors can review these requirements via the [following link](#).



## PAYMENTS

- ◆ Events ACT will issue invoices for payment of trading fees and additional charges as per the below payment structure and timeline.
- ◆ 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 they haven't paid in full.
- ◆ 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.

Trading period	Due date	Full Month	Casual
Holding deposit	28 June 2024	30%	50%
Final payment	26 August 2024	70%	50%



## TRADING GUIDELINES

Events ACT is committed to delivering high quality events and we expect a high standard of presentation, product and service from our vendors.

If you are selected to trade your **vendor agreement will detail the full terms and conditions**, but please consider the following before applying:

### Trading Responsibilities

- ◆ Only approved products may be sold from the stall.
- ◆ Events ACT reserves the right to prohibit or restrict goods sold/displayed on site.
- ◆ Business sharing and/or subletting is strictly prohibited.
- ◆ Unauthorised use of the Event name and logo is prohibited.
- ◆ All vendors will be required to submit their daily Z-Reads to the vendor coordinator no later than midday the following day.

### Stall Expectations

- ◆ Vendors **must operate within their allocated footprint**.
- ◆ Stalls must be kept tidy at all times, both front and back of house.
- ◆ Vendors **must not erect any extra structures** on site, without prior approval from Events ACT.
- ◆ Vendors are not permitted to display or erect any signage, banners or decorative items outside or on the exterior of their marquee or trading site unless approved.
- ◆ Securing your stall and belongings are your responsibility. Events ACT will provide licenced security for the event site.
- ◆ Cash or valuables should not be to be left onsite overnight.
- ◆ Vendors are responsible for the disposal of rubbish left onsite including but not limited to pallets, food scraps, bread and milk crates, leftover food packaging, cooking oil and grey water.
- ◆ Additional cleaning charges may apply pending the outcome of your final inspection.
- ◆ **Vendors are liable for any site damage** within the event site including damage to grass or ground and charges may apply.

### Safety

- ◆ Vendors and their staff must follow any directions provided by event staff or security in the event of an emergency.
- ◆ Comply with all WHS and safety requirements for the event.
- ◆ All pedestrian pathways and roads must be kept clear.
- ◆ Comply with event rules and safety requirements for vehicle access to the event site.

### Conduct

- ◆ **Professional and respectful conduct** is expected at all times.
- ◆ Events ACT has the final say on all matters relating to vendors, and vendors must adhere to all event terms and conditions.



## HOW TO APPLY

Please submit your application online using the appropriate link below:

[Click here to 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 products and stall presentation.
- ◆ Make sure your site layout diagram has dimensions and includes any back of house set up, cool room, trailer tow bar, doors and serving area.
- ◆ Ensure you include any marquee, power or other infrastructure requirements.

### Please read the following before submitting your application:

- ◆ Submitting an application does not guarantee you will be accepted.
- ◆ Past 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 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 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](mailto:event.vendors@act.gov.au)



## WHAT HAPPENS NEXT?

1

### SUBMIT APPLICATION

You will receive an email from [event.vendors@eventsact.act.gov.au](mailto:event.vendors@eventsact.act.gov.au) confirming your application has been received.

2

### APPLICATIONS ASSESSED

Applications will be reviewed and shortlisted based on the assessment criteria on Page 8 and the overall strategic fit to the event vision, and objectives.

3

### OFFERS AND NOTIFICATION

Successful and unsuccessful applicants will be notified by email.

#### SUCCESSFUL APPLICANTS

- ◆ Trading site offers will be sent out to successful applicants by email and asked to accept or decline.
- ◆ The trading site offer will include the site allocation and map.

#### UNSUCCESSFUL APPLICANTS

- ◆ If unsuccessful, a letter will be sent via email.
- ◆ If suitable, applicants who are not offered a site may be added to the waitlist.
- ◆ Offers may be made to those on the waitlist at a later stage pending availability.

4

### OFFER ACCEPTANCE

Successful applicants will accept or decline their trading offer. Acceptance must be received in writing prior to a contract being issued.

5

### CONTRACTS AND INVOICES

- ◆ Vendor agreements and invoices will be issued after offers are accepted.
- ◆ The vendor agreement will detail the contractual arrangements between the ACT Government and the successful applicant prior, during and post the event.

6

### TRADING SITE CONFIRMED

Trading sites will be confirmed when the signed vendor agreement and initial deposit payment have been received.

### APPLICATION OUTCOMES

Decisions regarding application approvals are at the discretion of Events ACT.



## FREQUENTLY ASKED QUESTIONS

**Q: When do applications close?**

**A:** Vendor and stallholder applications will close at midday on Friday 17 May 2024.

**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 required 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:** Vendors will not be permitted to sell alcohol.

**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](mailto: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 product list, please contact Events ACT at [event.vendors@act.gov.au](mailto:event.vendors@act.gov.au) 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



[event.vendors@act.gov.au](mailto:event.vendors@act.gov.au)



[floriadeaustralia.com](http://floriadeaustralia.com)

