

The Planting Festival 2020

Friday 4pm -1st May – Sunday 3rd May

Information for Merchandise Stalls

This information pack details the information required for applying to run a merchandise stall at the festival. Alongside this document on our website you will find the terms and Conditions to trade at the festival, layout forms, FAQ and the application form.

At the heart of the festival are our Stalls, creating a warm and welcoming space where our guests choose to extend their festival experience.

We acknowledge that stalls are a creative expression and we love partnering with stall holders that share the same desire to exceed expectations, produce products or information of divine quality, and share an understanding that every interaction count.

We know that there is a direct link between the stall's aesthetic, what they offer, the atmosphere they create and their turnover. Stalls that provided feedback where they exceeded their financial expectations were those that took a lot of pride in their stall's presentation.

This is one of the key aspects our stalls selection process when assessing your application. Please ensure your photos of your stall represent who you are, select them well and please remember this is important in presenting your application if you are a new merchandise stall applying for the festival.

We understand and wish to support community groups, individuals and organisations from overseas who can prosper from having their stock at the festival providing real income potential for the artisan's abroad. We support stallholders who are mindful about small business practices who want to help grow and develop their communities in an ethical, sustainable way. We do not support mass-produced wares that are created in factories under conditions against the ethical standards modern day Australia expects.

We really want everyone to be safe and do the right thing, we are a large event over many days and have very strict guidelines and regulations you must be prepared to adhere to. It is very different than trading at a market/fete or community gathering, it is important for us that you understand the expectations and the agreement to trade at the festival.

If this is who you represent and your products meet the criteria, we welcome your application.

Operating Times During Festival

| FESTIVAL DAY | OPENING | CLOSING |
|--------------|-----------------------------------------|---------|
| Friday 1st | 4pm | 10pm |
| Saturday 2nd | 7am-Food/Cafes and 9am - General stalls | 10pm |
| Sunday 3rd | 7am-Food/Cafes and 9am - General stalls | 10pm |

Stalls may open earlier and close later, but we ask that stalls remain open during the above times. We encourage food stalls to open up for the breakfast trade from 7am, with scheduled workshops it is important that our patrons can eat before they learn new skills or join a workshop planting trees and caring for the land.

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Stallholder Requirements & Selection Criteria

- Stallholders who show initiative and can follow the application process.
- Stallholders who are fun, ethical and aware of how personalities make an event.
- Small business that support the growth of individuals or communities that benefit directly the artist.
- Stallholders who are willing to create a striking and visually beautiful stall.
- Stallholders who are honest, reliable and believe in the festival’s ethos.
- Stallholders who have \$20 million Public Liability Insurance.
- Stallholders who can maintain their sites, stalls and staff for a 3-day festival.
- Stallholders who can bump in on time and leave their site as they found it, clean and devoid of waste.
- Stallholders who can adapt to change and challenges.

Generally, we look for people who care and love what they do!

Stalls That Are Not Appropriate for TPF

- Stallholders who are just in it for the financial benefits and have no attachment to what they sell/trade/provide.
- Stalls that sell weapons, goods that are disposable, or glow stick items/products, that are cheap, single use and a waste of money.
- Stallholders that sell pets and livestock.
- Stallholders who do not want to put creative energy into the presentation of their stalls.
- Stallholders that sell illegal products/corporate jargon/smoking apparatus or distasteful and inappropriate products. This is under the discretion of the Stall Manager and Site Manager.
- Stall decorations/tents/marquees that have trade logos/corporate sponsorships advertised on them.
- Stalls that are made from camping tents/carports.

Bumping-in to the festival

General stallholders can access the site from Wednesday, 29th April-8am-4pm only, all general stalls to be set up by 10am-Friday 1 May.

Stallholders who are hiring their marquees from contractors may access the site strictly on the following days between 7am-5pm ONLY.

Monday, 20 April to Friday 24th April and Monday 27th April-Wednesday 29th

All vehicles must be out of the precinct from 10am Friday 1st May. There will be no vehicle movement allowed from this time to enable our site crew to dress the roads and complete the final touches to the precinct site.

Bumping out of the festival

All stallholders can bump out on Monday 4th May from 1pm only. Vehicles can come back on site from that time.

All equipment is to be offsite by Friday, 8th May at 5pm.

Hire companies can access the site from Wednesday 6th May until Friday 8th May between 7am-5pm.

Insurance

\$20,000,000 Public Liability Insurance is compulsory for all stallholders.

Merchandise Stall Fees (inc GST)

| SIZE OF STALL SPACE | FEE | COMPLIMENTARY TICKETS PROVIDED |
|---------------------|---------|--------------------------------|
| 3x3m | \$800 | 3 |
| 4x4m | \$950 | 3 |
| 6x3m | \$1,100 | 4 |
| 5x5m | \$1,200 | 3 |
| 6x6m | \$1,500 | 4 |
| SERVICES | FEE | |
| POWER - 1x10 | \$100 | |
| POWER - 1X15 | \$120 | |

| | |
|---------------|------|
| WASTE-General | \$50 |
|---------------|------|

Stall Allocation

Stall placement and overall layout of the site is at the discretion of the Organisers and Stalls Manager. Fitting everyone into a tight area is tricky and sometimes we must consider factors outside of anyone's control. Last minute challenges occur that result in sites being moved, we do our best to make it smooth for all, however at times have made big changes right up until the last day. The Stalls Manager is approachable and willing to discuss your needs and accommodate them if a stall change is possible.

Once you have been allocated your stall, stallholders must be mindful of not encroaching too far out onto the walkways with their racks, information boards or displayed goods for access and safety reasons. The stall management team will work closely with you to ensure there are no trip or potential head hazards.

When deciding what stall site size, you require, please include all ropes and awnings. If you arrive at the festival and your stall is bigger than you have indicated this has a flow on effect for those around you and will disrupt our carefully laid out site plans.

Payment of fees

Upon being accepted to TPF, an invoice will be generated and emailed to successful applicants via the email address provided on your application form.

Successful applicants will be provided payment instructions and procedure via email. Stallholders have 7 days to pay the amount in full in order to secure the site.

Stalls Bond and Refund

Each Stall is required to pay a \$300 bond. The bond will be included in the invoice.

You must leave your site the way you found it and be mindful of our goal 'to leave no trace'. If you hire a marquee you need to ensure the contractors are aware you have a bond on the site and that they are to leave it the way they found it or may jeopardies this for you if they do not pick up rubbish including electrical tape and cable ties.

The bond will be refunded late May into the nominated bank account supplied on the online application form once stall management staff have inspected your site.

The Stalls Management Team will inspect your site once you leave the festival. It is important that your site is checked thoroughly; this includes screws, nails & cable ties.

Leaving 'no trace' requires each stallholder to remove all building materials, bamboo and any other infrastructure off site and place recycling and waste material in skips provided at the end of the festival. It is the responsibility of the stallholder to ensure that the site is clear of this debris and all rubbish sorted appropriately.

Ticketing

Included in your stall fee are complimentary Season Tickets they include camping in our designated areas, these tickets are non-transferrable. You and your entire crew must camp in the designated camping areas We want our guests to have the pick of the campsites and provide comfortable quiet camping for our stallholders and their staff.

The amount of 'included complimentary tickets' you receive will depend on your stall size, they are for you and your crew to use.

Season Tickets for stallholders (complimentary and extra)

Additional stallholder staff Season Tickets can be purchased.

It may be more convenient for you to purchase Day Tickets for your staff if they are only attending a day or certain days. Once you have been accepted you will have your own stallholders' portal where you will be able to purchase additional tickets and name your complimentary tickets you were given.

Ticket purchases are in accordance with the terms and agreements.

Stallholders Portal

Each retailer will be given a portal code to enter into a personal site that will house your complimentary tickets, the ability to purchase additional tickets and other relevant information. Once you have paid your stall fee and the time is right, we will send you your code to the portal.

Stallholders Directory

Each retailer will have the opportunity to host a page on our website detailing and showcasing their works and wares, talents and creations and what they have on offer. It will provide links to your other social media and will let everyone know who is on the streets at The Planting Festival. It is important that when you apply you are mindful of what you write and your photos you submit. Our teams are able to support you and can discuss with you how to upgrade your directory simply and inexpensively.

Environmental Lore

At WFF we endorse an Environmental Lore regarding packaging. We are committed to reducing the amount of waste taken off site and into landfill. We sort all the rubbish, compost and recycle wherever possible.

Garbage & Recycling – NO PLASTIC BAG, PLASTIC STRAWS OR SINGLE USE PLASTIC TOYS

A general waste fee is charged on top of your stall fee to help ensure we meet our waste targets.

Over the last few years, we have been working towards making this a single use plastic free festival and are encouraging everyone to use reusable bags and baskets.

Cancelling your Stall at the festival

If you wish to cancel your stall more than 21 days prior to the festival, the Woodfordia Inc may retain 50% of the total site fee (before the 10th April). Any cancellations after this date will not be refunded.

Subletting

Stallholders can share part of their site with consent from the Stalls Manager, but stallholders are not allowed to sublet the stall.

Right of Veto

The organisers of the festival retain the right to enter your stall anytime and remove any article, sign, picture or printed matter which, in our opinion, is either not eligible for display or is considered offensive.

Front of House Service-Your Front Counter

Each year we have noticed how retailers are working effectively with systems they have in place so they can easily record and calculate sales and stock, your 'POS', point of sale. This keeps an eye on what is happening with your cash flow and is transparent and accountable.

We highly recommend that you have a point of sales systems that allows an easy and simple transaction for your services and products with either cash, EFTPOS, Alberts, Squares or other technology options.

We would also like you to consider your till system and its placement. Encouraging folks to come in and look around, while quickly introducing yourself and what you have on offer may be hard to do if you're down the back sitting on a chair, consider bringing your area to the front, observe the whole stall and the roadways. Take the opportunity to engage with folks as they come past, a quick glance of the eyes and smiles are always a welcoming and lovely thing to see and it may just bring you one more sale. Food stalls may find this difficult to achieve but consideration to your front of house is something to ponder over.

Amplified music in stalls

The festival program's 35 venues across the site. The use of amplified music and loudspeakers is prohibited, as The Planting Festival is a live music event.

The Planting Festival is a fully curated event featuring a diverse range of live music and does not want to compete with private sound systems playing music that has not been selected as part of the carefully prepared program. WWF also wants guests to be able to find places of rest and quiet on site. In addition, WWF does not have a license to play pre-recorded music on site apart from a very few performances in two of the venues.

The license to play pre-recorded music at a festival is hugely expensive. Please help us with compliance.

As you can imagine this is a boring task for us to undertake.

Please don't add to our workload.

Application Checklist

1. Read the terms and conditions and other necessary information pertaining to a merchandise stall at TPF 2020 available the website.
2. Decide whether you can comply with the T&C, meet the criteria and still wish to apply?
3. Compile all the required attachments ready to upload
 - The Stall Site Layout Plan and Camping Layout Plan is available on website. Please provide a scaled diagram of your stall as clear as possible.
 - Digital images of your products or information boards.
 - A photo or artist's impression of your proposed stall, color is preferable.
 - Completed Electrical Requirement Form available on the website
 - Copy of current Public Liability Insurance Certificate for festival period.
 - Community groups Mission Statement or Aims and Objectives.
4. Fill in the application form online.
5. Upload all relative information.
6. Please submit your application.
7. Be patient whilst we go through all the applications.

The Application Process

1. Applications open on the 2ND March 2020 until the 20th March 2020; under certain circumstances the organisers hold the right to accept stallholders after this date.
2. Our team will endeavor to be in contact late March on the outcome of your application by email. Even if unsuccessful you will hear from us.
3. Invoices will be emailed within a nominated period and stallholders will have 7 days to finalise their payment to secure their site at the Festival.
4. Contracts for The Planting Festival will be emailed with your invoice. Stallholders are required to return their signed contract within the specified period to secure their site at this year's festival.
5. Further correspondence will be sent to each stallholder via our group email function and Woodfordia's e-cards leading up to the festival regarding information and hot gossip.

Thank you for looking through our information about holding a space at the festival, terms and conditions, other documents and forms regarding the festival are located on our website, even if you choose not to proceed, we appreciate that you showed interest in the festival.

Each year, we receive many 100's of applications and inquiries; sadly, we are unable to support all applications each year for many reasons.

If we are unable to provide you with a site this year, we wish you well with your endeavors and thank you for the time you took to apply.

If you wish to send in product samples as you have not attended before and would like your product samples returned, please enclose a self-addressed envelope or we can arrange pick up.

