



SUNFEST STALL HOLDER APPLICATION GUIDE

CONTACT US

Sunbury Community Festival Inc.

stalls@sunfest.org.au

P.O. BOX 332 Sunbury, Vic 3429

SUNFEST.ORG.AU
BE PART OF SOMETHING BIG





48+
YEARS
FESTIVAL HISTORY



25,000+
FESTIVAL ATTENDEES
OVER FESTIVAL WEEKEND



4000m²
MARKETING
SPACE



LARGEST
Volunteer Festival in
Melbourne's North

**BE
PART
OF** SOMETHING
BIG



31+ ENTERTAINMENT
PERFORMANCES AND EVENTS
TO KEEP EVERYONE ENGAGED



80,000
SOCIAL MEDIA HITS



17+
HOURS
FESTIVAL EXPOSURE
TIME SAT & SUN



BRAND REACH OF
1.75% OF THE ENTIRE STATE
OF VICTORIA
BASED ON 2021 SENSUS DATA

ABOUT TRADING AT SUNFEST



INTRODUCTION

Sunbury Community Festival (SunFest) has been a constant for the local community: with a history spanning over 48 years, we take immense pride in being the largest community-run festival in Melbourne's North. Every year, we bring together a vibrant and diverse community, attracting thousands of attendees over the festival weekend who come from all corners of Victoria. Over the years, we have become more than just an event; we have grown into a cherished tradition that brings people together to create lasting memories.

WHAT IS SUNFEST?

SunFest is a two-day, free-to-enter community festival. SunFest is run solely by volunteers, drawing visitors from across Melbourne to benefit the local Sunbury and surrounding community. SunFest offers a broad range of produce, plants and flowers, authentic street foods, food trucks, community groups, local traders, businesses and general goods such as clothing, toys, accessories, collectables and gifts. With so many aspects to the festival there is something for everyone.

SunFest runs two days of entertainment on the Main Stage, a Grand Street Parade on the Saturday afternoon and Fireworks on the Saturday night and on Sunday we hold the SunFest Colour Run. We have stalls and carnival rides over both days.

WHY SUNFEST?

Join SunFest's vibrant community of stallholders and food enthusiasts by applying for a stall at our event! With multiple sites, engaging entertainment over two days, and exciting rides, SunFest provides the perfect platform to showcase your offerings and attract a diverse range of customers. Don't miss this opportunity to connect with a captivated audience, enjoy the festive atmosphere, and grow your business in a dynamic and supportive environment.

We are interested in speaking with retailers, businesses and community groups that can offer quality, value for money products, that appeal to our diverse community and build upon SunFest's reputation as Sunbury's community festival destination. We are also interested in applicants who are able to offer new and interesting stall uses not currently available at SunFest.

SUITABLE STALL USES INCLUDE:

- Locally grown produce & packaged foods
- Local traders and businesses
- Community groups and clubs
- Food trucks & authentic street food
- Locally designed and/or produced fashion and accessories
- Toys, games, crafts and hobbies
- Cookware, kitchenware, manchester and homewares
- Handmade art and handcrafted goods
- Retail services

HOW TO APPLY?

Applications are FREE! Read the Application Guide, including the Terms & Conditions, and complete the Registration Form online.



APPLICATION PROCESS

A

Read the SunFest Stallholders Application Guide

Please read this guide carefully. Please contact us with any queries.

B

Terms & Conditions

It is mandatory that you read and accept the SunFest Terms and Conditions document as this forms part of your application. The 'Terms & Conditions' are available at www.sunfest.org.au

C

Fill Out & Submit Application Form

Please use online application form available at www.sunfest.org.au. Please fill in ALL sections and ensure all information is accurate.

D

Application Review Process

SunFest Stallholder Coordinator reviews your application to determine if you meet our selection criteria. If you are successful see 'Stage E'. If unsuccessful, you will be advised via email.

E

Successful Applicants

Congratulations!! 'Stage E' means your application has been successful. SunFest Stallholder Coordinator will advise you of your success with further details. You will be invoiced for the Site Fees at this stage.

CONTACT US!

Rachael White
SunFest Stallholder Coordinator
stalls@sunfest.org.au

STALLHOLDER FEES

STALL TYPE	DURATION	
SELLING GOODS	Saturday Only	\$85.00
	Sunday Only	\$55.00
	Both Days	\$110.00
INFORMATION	Saturday Only	\$85.00
	Sunday Only	\$55.00
	Both Days	\$110.00
FOOD VENDOR	Saturday Only	\$200.00
	Sunday Only	\$100.00
	Both Days	\$250.00
GOVERNMENT	Saturday Only	\$300.00
	Sunday Only	\$250.00
	Both Days	\$500.00
NON FOR PROFIT ORGANISATIONS	Saturday Only	\$45.00
	Sunday Only	\$25.00
	Both Days	\$60.00

*Stall Site (strictly 3m x 3m). If your site requirements exceed this size, you are required to apply for an additional site(s).



STALLHOLDER CATEGORIES

If you are unsure what category your stall falls under, the definition for each category is as follows:

- **Selling Goods:** A stall where physical products or merchandise are sold, like crafts, clothing, or accessories.
- **Information:** A stall providing brochures, flyers, or details about a service, event or organisation without selling products & may include non-monetary activities.
- **Food Vendor:** A stall selling food & drinks, including snacks, meals or beverages. Mobile food premises are vehicles such as food trucks, vans, trailers or carts from which food and beverages are sold.
- **Government Department:** A stall run by a government body or agency to share public information, provide services or goods, or promote initiatives.
- **Not For Profit Organisation:** A stall representing a charity or non-profit, focused on awareness, fundraising, or community services.

WHAT'S INCLUDED?

ALL STALL FEES INCLUDE:

Stall Site is strictly 3m x 3m. This includes the drawbar of any trailers. If your site requirements exceed this size, you are required to apply for an additional site(s), which will incur another site fee.

NOT INCLUDED:

- Public Liability Insurance
- Marquee/Shelter & Shelter Weights
- Electricity
- Storage
- Vehicle parking on the Village Green

PRODUCTS AND SERVICES

PERMITTED PRODUCTS/SERVICES:

We are a family friendly event, we will favour products of a unique and appealing nature.

PROHIBITED PRODUCTS/SERVICES:

This event promotes inclusivity and any distributed materials must refrain from containing statements that are illegal,

fraudulent, defamatory, offensive, obscene, pornographic, threatening, deceitful, or could potentially lead to a harassment case based on sex, gender, race, political affiliation, disability, or other protected status.

Candidates from any political party MUST focus on promoting themselves rather than their political affiliation. Candidates are encouraged to highlight their work through brochures and handouts but banners at the front of the stall must be promoting the candidates and not the political party.

TRADING HOURS

TRADING HOURS ARE AS FOLLOWS:

SATURDAY	9AM - 11PM
SUNDAY	11AM - 3PM

ACCESS HOURS ARE AS FOLLOWS:

BUMP IN (ARRIVAL)	FOOD VENDORS 6AM - 7AM OTHER STALLS 7AM - 8AM
BUMP OUT (DEPARTURE)	SATURDAY 5PM - 6PM OR AFTER 11PM SUNDAY 3PM

SATURDAY:

- Food Vendors to Bump In between 6am – 7am (ensures all vehicle movement and power requirement issues are addressed).
- All other Stallholders to Bump In between 7am – 8am.
- NO vehicles are permitted on the green.
- All stalls need to be **ready to trade by 9am**
- If you have a large stall you may have the opportunity to Bump In and set up on the Friday Night by prior arrangement only.
- There is an opportunity to Bump Out between 5pm – 6pm or after 11pm. Stall holders departing between 5pm – 6pm must be escorted by a steward.

SUNDAY:

- All Stallholders to Bump In between 9am – 10am.
- All stalls need to be **ready to trade by 11am**
- On Sunday Bump Out time is 3:00pm.



SITE CONFIGURATION WITH MULTIPLE SITES

If you require more than one site, please indicate the configuration you require. i.e. if you require 2 sites. You may have single frontage or double frontage. Single Frontage is referred to as Vertical. Double Frontage is referred to as Horizontal. Indicate on the application form which you require.

SHELTER TYPE

All stallholders are required to provide some form of shelter. This can include, but not limited to, a marquee, market umbrella, caravan, or tent. The shelter must be sturdy, weather-resistant, and fit within your allocated site(s) of 3x3 meters.

Stallholders are responsible for ensuring their shelter is securely anchored and complies with any relevant regulations, including fire safety and structural integrity. Please make sure your shelter provides adequate coverage for your display while allowing easy access and movement for both event staff and visitors.

SHELTER ANCHORING

NO PEGS ALLOWED!!

Due to underground irrigation ALL stall holder shelter types including marquees used on the Village Green **MUST NOT** be secured by using tent pegs. It is suggested standalone style marquees with heavy water and/or sand containers (that can be purchased at Bunnings) are used.

POWER REQUIREMENTS

SUNFEST IS UNABLE TO PROVIDE POWER!

Electrical Leads & Power Boards:

All stall holders requiring power must supply their own extension leads (approx 15m) and power boards. Do not overload power boards. No leads will be supplied by the Festival 'Event Staff'. All extension leads and power boards must be tested and tagged regardless, prior to attending the Festival.

Refer to the Terms and Conditions. Our independent Service Contractor will be available for testing and tagging and/or replacement of your 3 pin plugs at the information marquee between 7.00am to 8.00am on Saturday. There will be a charge for this service. It is a requirement from Hume City Council that all powered sites carry a fire extinguisher suitable for their site and in the event of a total fire ban a permit from the local CFA will be required.

How to calculate how many 'Amps' an appliance is:

Electricity is measured in units of energy called watts. WATTS is generally defined as the amount of power (or energy) an appliance uses (consumes) when operated at its maximum capacity for 1 hour. AMPS on the other hand are defined as how much energy an appliance draws, or the rate of energy that flows through wire when an appliance is used for 1 hour. Finally, VOLTS is what energises the appliance or it is the force that pushes electricity through wire to the appliance. You can determine power characteristics of an appliance if watts rating is not provided, by the following equation: V (Volts) X A (Amps) = Watts (Ohm's Law)

$$A=W/V \quad V=W/A$$

Each appliance will sometimes show the Amps but if it doesn't you can calculate it using the Voltage and Wattage which should be provided. For example: To determine Amps consumed by a 25watt 12V light bulb, use the equation $A=W/V$ or $(25/12=2.1\text{Amps})$.





CARRYING EQUIPMENT

For the Bump In and Bump Out process, please note that **NO** vehicles are permitted to park on the Village Green, so stallholders will need to carry or transport their equipment and supplies to their designated space on foot. Depending on your allocated location, there may be a considerable distance to walk, so we recommend planning ahead and bringing suitable carts, trolleys, or assistance to help transport your items.

WASTE & LITTER

SunFest is moving towards plastic free and environmentally friendly events and we would ask that you think sustainably about the use of single-use items at this year's SunFest.

FOLLOWING ITEMS ARE NOT PERMITTED:

- Polystyrene Products
- Plastic Bags
- Soft Plastic Wrap
- Balloon Use or Distribution - please do not use them in the decoration of your float.

STALLHOLDER RUBBISH

- Bins will be provided at various locations around the Village Green for light rubbish from festival patrons.
- Stallholders are encouraged to be responsible waste managers and keep their site clear of rubbish at all times.
- The use of the supplied bulk waste disposal by vendors is mandatory.
- Food-grade oil must be removed from site by the vendor.
- At the end of the day/weekend, all rubbish must be removed from your site.

Failure to remove rubbish after pack-up will result in:

- An invoice from SunFest
- A possible infringement notice from Hume City Council

DESIGNATED SPACE COMPLIANCE

Stall holders are required to ensure that their trailers, trucks or marquees are positioned entirely within their designated space. It is the responsibility of the stall holder to utilise appropriate tools, such as an electronic jockey wheel, towbar, or other suitable equipment, to maneuver their truck or trailer as necessary. No exceptions will be made, and adherence to the allocated space is mandatory.

DOCUMENTATION

Please ensure you attach all supporting documentation. We need:

ALL STALL HOLDERS:

- Certificate of Currency for Public Liability (Minimum \$10 Million). Please note that for Body Art and Henna stalls, you must provide a relevant Certificate of Currency clearly showing coverage for this industry.
- Website URL
- Social Media Link (Instagram / Facebook)
- Business Card and/or Brochure
- 2 Current Coloured Photos of your stall. (1x Front View / 1x Side View). Please ensure the photos show as much detail of your stall as possible.

ADDITIONAL FOR FOOD STALLS:

- Food Handlers Certificate of ALL workers
- FoodTrader Statement of Trade Certificate (Download PDF from FoodTrader Website)
- FoodTrader Registration of Food Premises Certificate
- Complete list of all food & beverages that will be sold during the festival





TERMS & CONDITIONS

For our full Terms and Conditions, please refer to our website at www.sunfest.org.au

By submitting an application you have agreed to abide by all the Terms & Conditions of the Sunbury Community Festival Inc.



LODGING YOUR APPLICATION

Applications must be made via the online Stall Holder Application form. Each applicant will bear the total cost of making an application. All relevant documentation or concept outlines to be considered as part of the application must be uploaded to this form at the time of lodgement.

KEY SELECTION CRITERIA

SunFest is an inclusive community event welcoming participation from both the local community and beyond, providing a platform for businesses to reach SunFest patrons. The success and decision to approve stall holder applications is at the discretion of the SunFest Stall Holder Coordinator.

THE SELECTION CRITERIA USED TO ASSESS STALL HOLDER APPLICATIONS ARE SUMMARISED BELOW:

- Preference will be given to local stall holders where possible
- Preference will be given to stalls selling unique items
- Suitable for SunFest's Culture: is the product/service suitable for SunFest, taking into consideration SunFest's Vision and objectives?
- Potential for Financial Success: does the product/service have the potential of being financially successful?

- **Rarity & Individuality:** are there similar types of products also being sold at a similar stall?
- **A 'SunFest' personality:** are you vibrant, passionate about your product and a good communicator?

The sequences of the above criteria does not imply any relative priority or weighting. Furthermore the above criteria are not to be interpreted as the sole criteria upon which applications are assessed.

WHAT HAPPENS NEXT

- Completing the SunFest Stall Holder Application fully will help us determine whether you will be successful. Required documentation, photographs and other information about your merchandise will assist;
- Assessment of all Stallholder applications will start from the application closing date;
- All applicants will be notified in writing of the outcome of their application;
- SunFest's decision is not open to appeal.

PLEASE KEEP IN MIND

The SunFest committee is made up of volunteers. We do not receive any benefits either financially or in kind for our work putting this event together. Please be patient with us and mindful of this with any contact. Contact via email is preferred to allow us to keep track of all information.

Whilst an attempt has been made to ensure that information contained in this document is accurate at publication (2024), we do not accept any responsibility or liability for the accuracy of information contained in this document. You should verify all information by making the necessary enquiries at the time of application. We reserve the right to act as it seems fit after considering applications received.

For more information about the SunFest event visit www.sunfest.org.au
Contact SunFest Stalls Coordinator by email stalls@sunfest.org.au

FREQUENTLY ASKED QUESTIONS

HOW DO I APPLY TO BECOME A STALL HOLDER?

Complete the 'Stall Holder Application Form' via the online form at www.sunfest.org.au

Please be sure and attach any supporting documents as outlined in the application.

WHAT ABOUT FOOD VENDOR APPLICATIONS?

When applying as food vendor please be sure and provide all required paperwork to satisfy Council by laws. Please be assured that a representative from the Hume City Council Health Department may be in attendance both days to inspect all food premises.

HOW DO I KNOW IF I'VE BEEN APPROVED AS A STALL HOLDER?

You will receive an email from the SunFest Stallholder Coordinator to advise you of the outcome of your application.

I'VE BEEN ACCEPTED, WHAT'S NEXT?

With your acceptance email you will receive an invoice for all relevant stall fees. Please read all information contained within this email as it will have vital information pertaining to the next steps.

HOW DO I PAY MY STALL FEES?

Instructions on how to pay your stall fees will be provided on your invoice.

DO I REQUIRE INSURANCE?

Yes all stalls will require at least \$10 million Public Liability Insurance.

STALL SIZES?

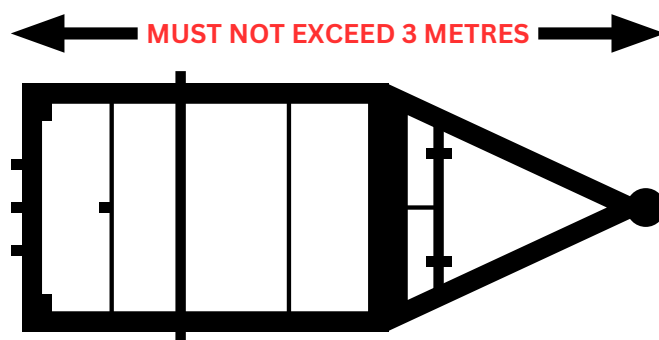
All stall sites are strictly 3m x 3m. If your stall is larger than this you will require another site/s.

HOW DO I MEASURE MY STALL?

If you have a regular stall at other events and markets you will know the dimensions of your stall and can apply accordingly. If this is your first time, set up your proposed shelter and include all tables and stock as if you were trading. All stalls will have a single frontage meaning you will only be able to trade out of one 3 metre side of your site space. If you apply for 2 sites you have the option to have a double frontage site meaning you will have a 6 metre frontage from which to trade from. Some stalls, particularly those requiring a food preparation area, may apply for 2 sites but require only a 3 metre site frontage from which to trade

from but can have 6 metres depth for additional food preparation room. This is also useful for stalls with a large amount of stock.

Please note that your stall must stay within the confines of the lines marked on the ground. You must not encroach on sites adjacent to yours. You will be asked to rearrange your site to fit within the confines of your site. No vehicles will be allowed to stay on site. For sites requiring a trailer i.e. food preparation or a small food trailer please be sure to measure the drawbar as this is included in your site size. If your drawbar extends beyond the allowed 3 metres you will be required to purchase additional sites.



STALL FEES?

Stall fees are based on the type of stall you have, for clearer definitions please see section 7 'Fees and Charges' above in the Stall Holder Application Explanatory Notes.

WHAT ABOUT GROUND COVER?

As most stalls follow the natural tree line on the Village Green most stalls will be positioned under trees. Our Council have placed mulch under most trees. It would be helpful if you brought some kind of ground cover i.e. synthetic grass, shade cloth, rubber matting to even out the floor of your stall. This will need to be weighed down so it doesn't become a trip hazard. This is entirely optional but comfortable patrons are more likely to stay and browse.

ARE THERE ANY RESTRICTIONS FOR CANOPY SPACE?

The majority of stall spaces will be under the shade of trees, a regular height marquee (and some small food vans) will fit under the trees, and taller stalls can be arranged. Please let us know if your stall requires extra height.

IS PARKING AVAILABLE?

No vehicles are allowed to stay on the Village Green during the duration of the festival. There is street parking around the Village Green.

FREQUENTLY ASKED QUESTIONS

IS STORAGE AVAILABLE?

No. We do not have the ability to store items securely overnight. Although we have security on the village green for the duration of the festival, we cannot guarantee the safety and security of items left overnight in your stall (if you are staying both days).

WHAT DO I NEED TO BRING AS A STALL HOLDER?

You will need to bring everything you will require to set up your stall (including but not limited to) collapsible tables, tablecloths, displays, boxes, baskets, ladders, hammer, marquee weights, appropriate signage, a trolley to help you bring everything in, etc.

Stall Holders operating at night need to ensure you have means to light your stall after dark. Chairs are highly recommend - it can be a long day. You'll need some float money and/or mobile payment systems such as PayPal or Square to make transactions. A shoulder bag or bum bag to keep your float secure on your person is a good idea. Recycled/re-used shopping bags for your customers to put their purchases in. You might like to bring a water bottle and snacks, but there will also be plenty of food and beverage options available at the festival.

WHAT HAPPENS IF IT RAINS?

SunFest is an all-weather event. Please check the weather forecast prior and make sure you are well provisioned to be able to cover your stock if the need arises. SunFest will proceed regardless of ALL weather unless directed by appropriate authorities. Ensure you dress appropriately for the season and weather.

WHAT IF I'M RUNNING LATE?

You need to email us! Make sure you put our email in your phone before the day and that you have your mobile turned on with the sound up as we may call you from a no caller ID. If you don't notify us and you aren't there by 08:00am, we will consider you a no-show and may move another stall holder into your space. Costs will not be refunded. No exceptions.

It is the stall holders responsibility to check if there are any transport issues which may affect their travel time to the venue, eg roadworks, public transport delays, etc. You may find these websites useful www.vicroads.vic.gov.au and www.ptv.vic.gov.au.

WHEN CAN I APPLY FOR A STALL?

We generally open up stall applications around two months out from each festival year. Keep an eye out on our website and social media pages for stall application information.

THERE ARE NO GUARANTEES!

Sunbury Community Festival Inc. cannot and will not be held responsible for how much stallholders sell or how much money they make at any given festival. What stall holders bring to sell; the condition it is in, the appropriateness of what they are selling versus the shopper demographics on any particular festival day, their price points, the way they engage with customers (or not), the signage and stall presentation, etc is all up to individual stall holders. We facilitate the festival event and spend considerable time and resources advertising and promoting it to a broad audience, however we cannot guarantee the turnout at any event.

We encourage stall holders to tell people they are having a stall at SunFest and encourage them to come along, plus share SunFest on their social media networks. Stall holders must be prepared to promote their attendance at the market.

WHAT IF I CANCEL OR CAN'T MAKE THE EVENT? CAN I GET A REFUND?

If a Stall Holder needs to cancel their registration, they must do so in writing to the Stalls Coordinator via email stalls@sunfest.org.au as soon as possible and greater than 14 days, prior to festival. If you cancel your stall within 14 Days of the Festival (regardless of weather, Total Fire Ban, No Show, Failure to arrive in time for Bump in, or any other reason) you will NOT be refunded any fees you may have paid. Refunds will not be given for not attendance. Non-attendance after bump in time is considered a no show.

WHAT IF YOU HAVEN'T ANSWERED MY QUESTION HERE?

If your question is not answered by these FAQs or anywhere else on the website, please send us an email. We promise to get back to you ASAP! It's best to do this before booking if you are unsure, because, as mentioned, cancellation fees do apply.