



Town of  
Port Hedland

## **GUIDELINES FOR STALL HOLDERS**



### **Event overview:**

The Welcome to Hedland Community Expo is an annual celebration of everything local. Local community groups and businesses have their chance to reach new residents and existing locals (upwards of 3,000 – 4,000 patrons have attended in the past) in an engaging way. It's a great way to meet new people and gain new members, supporters and potential clients for your business or organisation.

The expo is one that is highly anticipated by all in the community, and this is reflected in the annual increase in involvement from stallholders, performers, sponsors and general attendance. 2010 saw sixty-eight stallholders and ten performers including businesses, community groups, sporting groups, cultural groups, government departments and educational organisations.

With much interest towards the event already, it is expected that the event will continue to grow in involvement and attendance in 2011, with all the great activities from previous years as well as additions to the event that help to highlight the Hedland community, including an exciting headlining performance from Pilbara train driver turned Australian Idol finalist and Tamworth Country Music Festival 'Best Performance winner', Tenielle Musulin.

**When: Friday 13<sup>th</sup> May 2011**

**Where: Hedland Senior High School oval, South Hedland**

<b>Time:</b>	<b>Event:</b>	<b>5.00 – 9.00pm</b>
	Stall Holder Set up:	1.00 – 4.30pm
	Performers Sound check/Rehearsals:	2.00 – 4.30pm
	Tear Down: <b>(no early pack-down permitted)</b>	9.00 - 11.30pm

### **What is provided?**

#### **Stall**

Power - one power point only is available per stall (240volt/10amp).  
Stall holder space (preferred maximum = 6m x 6m)

#### **Venue**

Toilets  
Lighting (overhead lighting towers)  
Food and drink seating area  
Stage with existing full sound and lighting and technicians  
Information packs (site map, program of events and key/emergency contacts)

Kid's entertainment  
 Security and crowd control  
 Event management  
 Promotional materials and advertising for event

### What is not provided that I may require?

Lighting for inside the stall	Business cards
Water and cups/bottles	Flyers
Tables with Table Cloths	Posters/Easels
Chairs	Bowls/plates/cutlery/napkins
Power board	Paper Weights (if windy)
Receipt Books, pens and texta	Weather proof shade/tarps
Extension leads (min 30 metres)	Three pin plug (power pack)
Cardboard boxes and rubbish bags/gloves and bins	Banners and signs
Blue tack/sticky tape/gaffa tape/zip ties	Rope and String
Sandbags/weights – no tent pegs permitted	Generators (if applicable)
Tools (Hammer, mallets, Screwdriver etc)	Uniforms
Torches	Note book
Food Trading permit	Product materials
Electrical tape	First Aid Kit
Snacks if small number of employees	Knife/Scissors

### Will I be fundraising?

Generally *Welcome to Hedland* is a night that can mean big fundraising dollars if you plan your sales method effectively. Many stall holders have walked away having raised thousands of dollars in just the one night.

A key way to fundraise is to have a plan of attack. What can you do to encourage the patrons to support your organisation or group?

In the past, this can be done by selling food, drinks, arts, crafts, providing raffles, auctions, activities and so on. Keep your ideas fresh and simple and you will make the money!

### Do I want to provide a retail service?

The Welcome to Hedland Community Expo only facilitates retail sales for community and non profit groups or organisations. We encourage these groups to do what fundraising they can.

Commercial organisations **ARE NOT PERMITTED** to sell goods. An alternative is to offer a service whereby interested parties are able to provide you with a name and contact, for follow up afterwards. One of the purposes of Welcome to Hedland Community Expo is to **raise awareness** of your organisation in the community and encourage use of your services **after** the event.

### Do I want to sell food or drinks?

If yes, you will need to fill in an application for a temporary food stall permit. This application form is available from the Town of Port Hedland office (Civic Centre, McGregor Street during office hours 8 – 4pm weekdays) or on the Town of Port Hedland website under Community events.

This application **MUST** be submitted by the due date (Friday 22<sup>nd</sup> April 2011) before the event for approval and be approved by Town of Port Hedland in order to provide this service on the night.

Only not-for-profit and community groups will be permitted to sell food and drinks at the event. Commercial food businesses are encouraged to display menus and offer small taste testers (temporary food stall permit will still be required if taste tests are provided).

## **Do I have give aways or promotional material?**

Stallholders in the past have looked for ways to provide a unique presentation of their stall. We encourage you to provide current information packs (small and creative) or samples of your products. You can also choose to give away or provide trials of your product/service throughout the evening.

Giveaways and promotional materials may include stickers, pens, magnets, bags, lollies, posters, drink bottles, booklets and so on.

Event organisers will be distributing Welcome to Hedland show bags at the event entrance for patrons to place promotions items collected while at the event.

Please note the terms and conditions for items not suitable for promotion/giveaways.

## **Will I have a competition (i.e. lucky dips, drawing comps..)**

This is a great and potentially productive way of drawing people to your stall. In the past stall holders have done lucky dips, count the jelly beans in the jelly jar, guess the weight, etc. We encourage you to think of a unique competition so that every stall offers something new to the patrons.

## **Will I be providing demonstrations?**

If yes, the demonstrations must be provided within the boundary of your stall unless prior approved by the Event Coordinator.

Should you want to provide a unique performance or demonstration that does require the extra space, why not consider doing it on our main stage with the complete attention of a much larger crowd?

## **Do I want to perform on stage?**

Examples of the types of performances on stage:

Singing/ Dance / Spoken Word/ Comedy/ Beat Boxing/ Theme Presentation/ Children's Concert/ Aboriginal Content/ Band or Solo Musicians/ Magic Show / Puppetry/ Concert Act Play/Theatre/Musical/ Poetry/Skits

Any other suggestions are welcome. We will be aiming to provide up to 15 minutes maximum for each performance. This ensures that the action on stage is always varied and grabs attention.

**Should you wish to perform on stage, please fill in the Performer Registration Form by the due date (Friday 22rd April 2011) prior to the event.**

## **How do I obtain public liability insurance?**

If you are an incorporated body, by rights you should already have Public Liability Insurance in order to provide a service to the public.

If you do not yet have Public Liability, you can use a search engine on the internet to obtain several quotes. If you have not received your licence in time but have paid for the insurance please request a cover note to be provided in the interim.

NOTE: If you do not have current public liability insurance you cannot provide a stall at the Community Expo.

## **When do the forms have to be returned?**

Please ensure that you read and accept the terms and conditions and attach all relevant forms with your application.

**Applications Close: 4pm Friday 22<sup>nd</sup> April 2011.**  
**NO LATE APPLICATIONS WILL BE ACCEPTED**

**Who can I contact if I have queries?**

The Town of Port Hedland Event Coordinator is available from 8 – 5pm weekdays. Feel free to contact Erin with any comments or queries relating to the event:

PHONE: 08 9158 9360

FAX: 08 9140 2500

EMAIL: [ec1@porthedland.wa.gov.au](mailto:ec1@porthedland.wa.gov.au)

WEBSITE: [http://www.porthedland.wa.gov.au/community/community\\_events](http://www.porthedland.wa.gov.au/community/community_events)

# Welcome to Hedland

## Stall Holder General Terms and Conditions

### **Before the event**

1. Notification of non-attendance is required at least 1 week in advance.
2. All electrical leads, appliances and equipment must be certified and tagged by a qualified electrician (in compliance with OHS standards).
3. Any promotional materials or advertising that pertain information about this event MUST be prior approved by the Town of Port Hedland Event Coordinator.

### **Set up**

1. Community expo hours are from 5.00pm – 9.00pm on Friday 13<sup>th</sup> May 2011.
2. Stall holders are responsible for erecting and dismantling their own shades and stalls.
3. Vehicles are NOT permitted on the oval except with the express approval from the Event Coordinator. Vehicles may reverse park around the boundaries where stalls are located for the duration of the event.
4. Council will not admit to the oval any vehicle which in its opinion may through its nature, or weight, cause damage to the roadways or any other part of the oval.
5. Stalls must be erected in allocated positions with displays kept within the allocated space. Stallholders will be provided the equivalent space to that noted on their registration form.
6. Stall holders are to provide their own tables, chairs and weather protection and equipment for sufficient operation of your stall. The Expo staff will not be responsible for sourcing materials or equipment that you have not supplied. i.e.; Shades, Tents, hammers, tape etc.
7. Spikes, tent pegs etc may NOT be driven into the ground in some oval locations due to reticulation. Stall holders must provide their own weights or methods for securing shelters in their allocated area ie. sand bags, weights, etc.
8. Stall holders shall be set up and ready to commence trading at 4.30pm – early trading is not permitted.

### **During Event**

1. Stall holders must remain onsite for the full duration of the event with one person allocated at all times.
2. Group or Company trading name must be clearly marked on the stall.
3. **Stall holder may not conclude trading until 9.00pm**
4. Stall holders have the responsibility under the Occupational Health and Safety Act to ensure the health, safety and well-being of all whom come in contact with their site.
5. The stallholders and his or her employees/volunteers will at all times comply with the rules and regulations of the community expo including those contained in the stall holders booklet and will abide by all instructions issued by the community expo staff - relative to the use of the site occupied.
6. For safety reasons, no stalls will be permitted to sell cap guns, fireworks or toys with firing ability. Nor is chewing gum, offensive material, water pistols or any other article that would cause annoyance or offence to the public.

### **Tear Down**

1. Stall holders are required to remove all materials from their site including rubbish, grey water and leave it tidy and clean. Rubbish must be placed into appropriate skip bins including cardboard boxes, garbage bags, packaging etc before final departure.

### **Liability**

1. The Town of Port Hedland will not be responsible for any accident which may be caused through or by the store holder or which may happen in connection with his or her business; the store holder shall deem the Town of Port Hedland harmless and indemnify it against any legal proceedings arising from any such accident.
2. Any damage done to the roads, ground or buildings by the stall holder must be made good by the stall holder to the satisfaction of the Town of Port Hedland
3. Council will not be responsible for any loss or misdelivery of exhibits/items at the community expo or for any damage done there to. Stallholders are responsible for insuring their own property and stock.
4. Stallholders must comply with statutory insurance requirements (public liability),
5. Town of Port Hedland cannot be held responsible for cancellation of the Community Expo due to adverse weather conditions or natural phenomenon.

### **Other**

1. This event is alcohol and drug free.

### **Food and Drink Stall Special Conditions:**

1. All food and Drink stallholders must complete a temporary food permit from the Town of Port Hedland and bring the permit on the night. Permits can be obtained from the Town of Port Hedland website or from the customer service desk at the Civic Centre, McGregor St, Port Hedland.  
NOTE: Applications must be submitted two weeks before the event for approval.
2. All food stalls must be under cover and comply with Town of Port Hedland food and safety standards.
3. It is a requirement of the Town of Port Hedland that all food traders use drip trays, tarps for oil, mats to provide protection to the ground at the Community Expo. A check will be made before the event to ensure these materials are in place.
4. All food bits must be removed from the ground in and around your stall.

5. All drinks must be plastic bottles. **NO** glass bottles are to be sold on the night.



# REGISTRATION FORM STALL HOLDERS

## IMPORTANT:

- Please read the attached stall holder information before filling in your application
- Please attach a copy of your Public Liability Insurance, Certificate of currency and Temporary Food Stall Application forms.
- **THEN:**
- Hand in completed form in person at the Civic Centre between 8am and 4pm weekdays
- Fax completed forms to: 08 9140 2500
- Email scanned and completed forms to: [ec1@porthedland.wa.gov.au](mailto:ec1@porthedland.wa.gov.au)
- For further Information please contact Erin Stewart, Event Coordinator by phone: 08 9158 9360

**Applications Close: 4pm Friday 22<sup>nd</sup> April 2011**

**NO LATE APPLICATIONS WILL BE ACCEPTED**

Organisation			
Contact Person			
Address			
Phone		Mobile	
Fax			
Email			

## Stall Specifications (preferred maximum 6m x 6m)

<b>Frontage</b> (length m)	
<b>Depth</b> (width m)	
<b>Structure</b>	

<b>Do you require access to power?</b>	YES / NO		
<b>If yes, what electrical current will you need?</b> Please tick:			
<input type="checkbox"/> <b>Single Phase 10amp</b>	<input type="checkbox"/> <b>Single Phase 15amps</b>	<input type="checkbox"/> <b>Single Phase 20amps</b>	<input type="checkbox"/> <b>Other</b> _____

## Type of Stall /Product:

Please select the category which best describes your product or service? *You can tick more than one*

<input type="checkbox"/> Art & Craft	<input type="checkbox"/> Competition /Raffles	<input type="checkbox"/> Travel & Leisure	<input type="checkbox"/> Fashion & Beauty
<input type="checkbox"/> Food & Drink	<input type="checkbox"/> Pet Care & Animals	<input type="checkbox"/> Children / Toys & Novelties	<input type="checkbox"/> Homewares & Garden
<input type="checkbox"/> Sporting & Recreational	<input type="checkbox"/> Cultural/Indigenous Groups	<input type="checkbox"/> Education, Training & Employment	<input type="checkbox"/> Tools & Machinery
<input type="checkbox"/> Business	<input type="checkbox"/> Community /Charity Groups	<input type="checkbox"/> Local, State & Commonwealth Groups	<input type="checkbox"/> Medical & Health Services

**Will you be.....**(Please circle)

<b>Providing membership forms?</b>	YES / NO
<b>Conducting a competition?</b> such as lucky dips or draws, guess the?, colouring etc.	YES / NO
If yes, please provide details.	
<b>Fundraising?</b>	YES / NO
If yes please provide details.	
<b>Giving a Demonstration?</b> such as sports equipment /skills, how to...etc.	YES / NO
If yes please provide details...	
<b>Giving away promotional material?</b> i.e. freebies such as lollies, stickers, balloons, paper visors, information on services, etc.	YES / NO
If yes, please provide details..	
<b>Selling of Food or Drink?</b>	YES / NO
If yes, please provide details...	
<u>Food:</u>	
<u>Drinks:</u>	
You will be required to fill out an "Operation of a Temporary Food Premises Form". This will be supplied to you once we have received your registration.	



## Town of Port Hedland Photographer

Stalls at the Welcome to Hedland Community Expo may be photographed by our ToPH Photographer for future promotions of the event. These photographs will not be used for commercial sale or to be used for any other purpose without your prior consent.

**Do you allow us to take photos and use in future event promotions?**

Yes  No

### Reminder:

Non-Profit/Community organisations **ONLY** have the permission to sell goods for fundraising.

Stalls are to be set up from 1pm on the day, to be ready at 4.30pm for the commencement of the event at 5.00pm. Your organisation is required to supply all equipment relevant to the operation of your stall, including tables, chairs, display boards etc. The area will be well lit, and power will be available to you, **if you request it on this registration form**. You will be required to bring your own power leads & packs.

### Acceptance:

On acceptance of the invitation to participate in the Welcome to Hedland Community Expo, I agree that:

- The information I have provided on this registration form may be announced during the night;
- Our organisation's stall WILL be set up within our allocated space and ready for the commencement of the evening by 4.30pm and will remain set up until 9pm;
- Our organisation will display clear signage to identify our stall;
- Our organisation will provide our own tables/chairs/display boards/ power leads and any other equipment required to operate our stall. I understand that the organisers of the event will be unable to provide these on the day if we forget.
- The area used will be left in a completely clean and tidy state at the end of the event.

### Checklist:

- I have read and fully accept the terms and conditions stated herein;  
**YES  NO**
- I have attached my public liability insurance declaration  
**YES  NO**
- I have attached my temporary food stall application form  
**YES  NO  N/A**

<b>Signature of applicant:</b>		<b>Date:</b>	
<b>Full Name:</b>			
<b>Organisation/ Group:</b>			