

STALLHOLDER SELECTION CRITERIA

Selection of stallholders is at the discretion of Cumberland Council. Preference will be provided to applicants who can meet the selection criteria below:

FOOD STALLHOLDERS AND MOBILE FOOD VEHICLES

- Professionally presented stall or mobile food vehicle.
- Suitable for the target audience – Menu to be specifically Japanese or Japanese fusion/influenced.
- Good value for money.
- Unique selling point.
- Have appeal for Sydney Cherry Blossom, Festival marketing campaigns/Instagram.
- Catering for various dietary requirements where possible (i.e., vegetarian, vegan, gluten free and/or halal).
- Vendor has strong ability to serve menu items promptly as appropriate for festival environment.

MARKET STALLHOLDERS

- Professionally presented.
- Relevant cultural alignment to Japanese culture/Sydney Cherry Blossom Festival.
- Good value for money.
- Local produce goods.

SELECTION OF STALLHOLDERS

Preference will be provided to applicants who can meet the Selection Criteria listed above. Cumberland Council assesses the following considerations throughout the selection process:

- The number of vendors providing a particular product or menu item that may be similar.
- Uniqueness of products/activities provided by vendors.
- Space, power and other stallholder requirements that may be restricted due to the venue.
- Other factors including: amount of information provided in an application, quality of images supplied.

PROHIBITED PRODUCTS AND STALL ACTIVITIES

Sales of the following items and/or activities are not permitted:

- Objects and publications containing offensive language.
- Real or replica weapons and laser pointers.
- Animals or live produce.
- Adults only products.
- Helium and foiled balloons, silly string and air horns, stickers or similar merchandise which may adversely affect the environment by noise, air, land or water pollution.
- Third-party signage, promotions, advertising or competitions.
- Products that infringe copyright laws or intellectual property rights.
- Amplified sound will not be permitted.
- Articles that could be dangerous to event patrons.
- Any other items Council considers banned and/or inappropriate.

OTHER CONSIDERATIONS

- Power – please be advised that power runs to site positions during the festival. There is NO power available overnight. Vendors who require refrigeration overnight are recommended to hire a mobile cool room and provide dimensions and power requirements in their stallholder application. Please note that mobile cool rooms may be in a separate location from your site position and for security purposes you will be required to keep these locked overnight. Bump-in for mobile cool rooms will occur at least two (2) days before the festival commences.
- Vendors will not be permitted to use their own marquee/temporary structures and/or generators.
- Selected vendors operating from a truck and/or trailer will not be permitted to move once positioned.
- Council's Environmental Health Officers may conduct inspections each day to ensure compliance and food safety standards are maintained. Each stall space should be neat and tidy. Food vendors will be able to leave heavier items in their stall space. However, no food products and/or any other items that may be affected by weather conditions, surrounding wildlife and temperature constraints should be stored in stalls overnight.
- Cumberland Council has the intention of providing a diverse selection of stalls that provide a unique, exciting experience for our patrons and do not compete or conflict with each other's potential sales on site.
- Council reserves the right to refuse stallholder applications based on prior infringements of public health and event safety standards. A stallholder will be notified in the instance an infringement has occurred.
- Stall name, description and any images submitted as part of your application may be utilised for the purposes of event promotion. Personal contact information will not be published.
- Stallholders must apply by the required date through the approved selection process.
- Canvassing Elected Members will not be considered.