

INTERNATIONAL
STREET
FOOD
Festival

EXPRESSION OF INTEREST

INTERNATIONAL STREET FOOD FESTIVAL

[ISFF 2015]

**SUNDAY 25TH – MONDAY 26TH JANUARY 2015
INCLUDING THE AUSTRALIA DAY FESTIVAL**

APPLICATIONS CLOSE 12TH SEPTEMBER 2014 AT 5PM

1. INTRODUCTION:

1.1 BACKGROUND

Around the world street food is one of the biggest, most loved, yet most unstructured culinary cultures. Largely, it was born during trying times of developing nations, it has however, over decades of protracted economic downturn become the dominant food culture of the land and one in which the majority of the urbanised population now rely on for cost effective sustenance. This has propelled street food to an unquestioned place in the hearts and minds of many around the world.

In the United States of America, the food truck and burger stall culture is sweeping the nation and they are adored by millions. In the Philippines it's the Jolly Jeeps; in Indonesia the Kaki Limas; in the Middle East falafel stands; in India street vendors; in Mexico tacos stands; in China street food inns; and in Singapore, Malaysia and Thailand eating at hawker stalls, and outdoor food centres are considered national pastimes. In the last 12 months even Sydney has taken up the food truck craze. Street food really is the next big culinary phenomenon.

The history of street food is embedded with stories of family, community and place; hardtimes, good-times and idea that everyone deserves a fair go. In the nations it was conceived, it has broadened and deepen the cultural exchange and cuisines from all over the world are now available. This has created coherent opportunities for locals and immigrants alike, allowing people to pass on their cultural knowledge of food that is unique to their lands to family as an intergenerational exchange, to family, neighbours and international guests.

1.2 EVENT BRIEF

The International Street Food Festival (ISFF) is to be a major annual Australia Day weekend event. The inaugural 2015 festival has been designed to celebrate and showcase multicultural Australia with two fun filled days of tastes, sights and sounds from around the world. The focus will be on the diverse food the world that is Australia has to offer, yet the festival itself will be an all-encompassing music, arts, and culture experience incorporating lifestyle pavilions, live music, artistic performances and interactive activities.

This unique multicultural celebration is expected to attract in excess of 45,000 people from all walks of life each day. The key objective of the festival is to deliver a family friendly safe environment to celebrate diversity, acceptance and multiculturalism on the Australia day weekend. The beautiful Melbourne Showgrounds will provide the backdrop for this culinary extravaganza. Conveniently located in close proximity to the CBD this venue is one of the best the nation has to offer and is the ideal facility to create the bazaar experience that will facilitate transactions in fine produce, food, beverage, merchandise and services.

The International Street Food Festival will be the hottest addition to the Melbourne events calendar and cement Melbourne as the food capital of Australia. There is no one tag for Melbourne's cuisine. In Melbourne you can find everything including simple Australian dishes, spicy Asian delights and classic European cuisine. International Street Food Festival will have it all

Food brings people together on many different levels. It is a central activity of mankind and one of the single most significant trademarks of a culture. This festival is a celebration of that idea. Festival-goers, industry professionals and world renowned media personalities from across the country will sample the truly amazing world of street food at this event, if you're serious about food you can't afford to miss it.

International Street Food Festival (ISFF) is a first of its kind event in Australia that will connect all the fractured energies, open up fresh ideas and inspire leadership. It will open a world of new opportunities for street food culture, create new possibilities for small business and launch the hospitality industry into a bold new era.

International Street Food Festival will celebrate Australia's rich and diverse culture by:

- › Bringing together many different cultures in a celebration of Australia's ethnic diversity.
- › Delivering street food stalls providing the largest range of international food in the southern hemisphere (at one single event). A majority of the food will be multicultural cuisines prepared and cooked fresh on-site.
- › Offering bars and wineries with a selection of local and imported alcohol. Major producers, local microbreweries, and regional wineries have opportunities to sell by the bottle and case and offer tasting sessions.

* Staff must have a valid Responsible Service of Alcohol (RSA) certificate
- › Showcasing international designer fashion & accessories stalls.
- › Displaying and selling a variety of international art and sculptures with emphasis on the innovative, unusual and bizarre.
- › Promoting Health & Harmony An area has been dedicated to mind, body and spirit allowing massage therapists, reflexology, tarot and aura readers, and distributors of natural products to provide goods and services.
- › Supporting local agriculture and rural food producers. These areas will offer tastings on-site and sell delightful array of pre-packaged food, produce and take home products.
- › Catering for all entertainment tastes A selection of bands, djs and musicians will showcase different musical styles, roving theatrical performers and local film will be on display. There will be on site children's rides and activities.
- › Supporting culturally and linguistically diverse communities (CALD).
- › Inspiring laughter, mateship and interconnectedness.

**DO YOU
WANT
TO BE PART OF
AUSTRALIA'S
LARGEST
STREET FOOD
EVENT?**

EXPRESSION OF INTEREST

International Street Food Festival is seeking Expressions of Interest (EOI) from providers, who can provide a range of culturally diverse food and beverage, market stalls and entertainment for this event.

ISFF is looking for providers that will contribute to the overall success of the festival through provision of well-priced quality food and beverage, locally made arts and crafts; designer fashion and accessories; packaged gourmet foods; or other merchandise and unique wares suited to an international multicultural marketplace. Space will also be made available for general exhibitors and community organisations.

This will be an excellent opportunity to celebrate Australia Day, market your organisation to the community and sell items to an estimated 90,000 attendees.

KEY SERVICES REQUIRED:

MARKET STALLS

Local businesses are invited by International Street Food Festival to apply for licenses to set up a stall to sell locally produced wares, souvenirs and products applicable to a culturally diverse audience at ISFF2015.

FOOD STALLS

International Street Food Festival encourages local food vendors and wholesale food & wine producers who can provide a range of food or produce on the day to submit EOIs to access space at the event. Preference will be given local companies or individuals providing locally/regionally produced culturally diverse, well priced, food and beverages. All participants will be required to have or achieve relevant safe food handling certificates.

PERFORMERS

Submissions are also sought from performers (musicians and/or musicians agents, theatrical managers and/or producers, roving performers and sports demonstrators, filmmakers) to deliver entertainment services at the event.

EXHIBITOR STALLS

Local businesses are invited by International Street Food Festival to apply for exhibition space to set up an area to sell and showcase local and imported products, appliances and capital equipment applicable to a culturally diverse audience at the ISFF2015.

2. STALLHOLDER LICENCE

Successful applicants will be offered a license with the International Street Food Festival (MIK Pty Ltd). The exact terms and conditions of the license will be set out in the licence document.

The following are the core requirements of the license:

- The fees in must be paid in advance by applicant prior to the event. The terms of payment are will outlined in the terms & conditions of the licence documents. Additional Fees and other charges are payable by Credit Card, Cheque or Electronic Funds Transfer (EFT).
- The applicant may sell only goods or services listed in their permitted use.
- Adherence to the Code of Stallholder Conduct.
- The successful vendor shall comply with the requirements of the Food Act 1984 and the Food Standards Australia New Zealand (FSANZ) Food Safety Standard – Food Premises and Equipment and all other relevant Acts and Laws.
- The licensee is required to be in occupation of his or her site fifteen minutes before the official opening time of the days of the issued license. Any site not occupied by this time may be reallocated by the event manager.
- The licensee is to make all reasonable endeavors to vacate his or her site as quickly as practicable after the official closing time of the event.
- The Site is to be left clean by the licensee, with all waste material being removed including oil spilled, all oil must be removed at the stall holders expense.
- Whilst MIK Pty Ltd aims to offer maximum opportunity for all licensee's, no product exclusivity will be granted.
- The applicant must maintain the highest possible standards of presentation and service.
- The proposed license is not assignable or otherwise transferable.
- All stallholders will be required to complete a site induction session prior to the event commencement. Failure to complete the induction will result in withdrawal of the offer of license.
- Stallholders must minimize the use of single use plastic bags for packaging of goods sold from the stall.
- It is the licensee's responsibility to obtain any licence and/or permits required by Government, or Statutory Authorities, to be held in respect of the conduct of the Licensee's activities in the market area or event site.
- In the event that MIK Pty Ltd enters into a sponsorship agreement with a beverage company, Food Vendors may be required to purchase any beverages to be sold at the event from MIK Pty Ltd at an agreed wholesale rate.
- MIK Pty Ltd maintains high levels of site Occupational Health and Safety (OHS). It is the responsibility of the stallholder to operate their stall in a safe manner.
- The license may be terminated by ISFF (International Street Food Festival) without notice for any breach of the license, the Merchandise Guidelines or Operational Requirements, or for any other reason whatsoever by giving 7 days written notice.
- MIK Pty Ltd will not be responsible for any consequential loss or damage suffered by the licensee as a result of the terms of or termination of this licence.
- MIK Pty Ltd does not in any way warrant that a licensee will have a particular level of sales or particular profitability. The licensee waives any right to hold the MIK Pty Ltd liable for any failure to meet expected sales or levels of profitability, nor to seek from the MIK Pty Ltd any lost income, expenses, damages or the like arising from the Stallholder's participation in the event

3. TRADING DATES & TIMES

The International Street Food Festival will open on the 25th of January 2015 and continue until 26th January 2015 (Australia Day Street Food Festival). Hours of operation are Sunday 10am-10:30pm, and Monday 10am –10:30pm.

Applicants (other than those applying to trade as a single day stallholder) are required to attend each and every trading day of International Street Food Festival. There are no refunds/credits for failing to attend for any reason whatsoever.

In addition to the loss of stall fees, a cancellation fee equivalent to one day's fee will be claimed as damages, if you fail to attend on any one day of the International Street Food Festival for any reason (and whether or not prior notification is given).



4. STALL FEES & ATTENDANCE:

The licensee is required to pay the prescribed fee for any stall occupied. (Refer to schedule of fees below).

Food	Daily Fee	2 Day Fee
Street food vendor stalls & Indoor/Outdoor food stalls (5m x 4m)	\$1,459	\$2,550
Food Vans (SOA)	\$990	\$1,850
Agricultural wholesalers & Manufacturers (I.e. Cheese) (5m x 4m)	POA	POA
Pre packaged food	\$990	\$1,850
Other food items	POA	POA
Australian International Food Festival - speciality pavilion (indoor)	\$1,890	\$3,300
Drink	Daily Fee	2 Day Fee
Regional Wineries & Microbreweris	POA	POA
Non Alcoholic Drinks	POA	POA
Small coffee stand / Ice cream stand	\$600	\$1,150
General Merchandise	Daily Fee	2 Day Fee
General Stalls - (3m x 3m)	\$220	\$400
Market Place Stalls (4m x 3m)	\$280	\$530
Speciality Showcase Stalls (5m x 5m)	\$1000	\$1,700
Exhibition pavilion stalls (6m x 6m)	\$2,390	\$4,500
General Services	Daily Fee	2 Day Fee
Masseurs, Palm Readers, Reiki	\$120	\$240
Ethnic Radio broadcast from Venue	POA	POA
Table Hire	\$25	\$50
Chair Hire	\$10	\$10
Marquee Hire	POA	POA

All prices quoted are inclusive of GST (10%)

Single or double stalls are available side by side

Total stall hire fees must be paid in advance: by EFT OR Credit Card. Late payment may attract a withdrawal of the License to operate or result in interest applied.

5. STALL SIZE & SETUP:

Stalls are approximately 3m x 3m (height restrictions may apply) and the Market Place stalls are approximately 4m x 3m (height restrictions may apply).

Take-away food stalls are approximately 5m (frontage) x 4m (depth). Size may be subject to change.

Stall set up (including signage) will be to a standard approved by International Street Food Festival and in accordance with its merchandising guidelines. Stallholders must comply with the operational requirements of the festival event, the code of conduct and the direction of MIK staff.

Traders who require a cool room will need to advise this on application and at interview stage.

This will assist in making arrangements for the parking of such cool rooms & access to power. Cool rooms operating off generators or vehicle engines are prohibited.

Electricity is available to all stalls. The applicant will need to advise International Street Food Festival of their electrical requirements. Although existing general lighting levels will be supplemented, stallholders will need to provide their own additional lights, and extension leads and power boards.

Restrictions may be placed on the type and level of lighting.

Each single stall is limited to 250w of lighting. All electrical equipment must be tested and tagged by a suitably qualified person before being brought to the event.

Successful traders should be aware and ensure compliance to the relevant standards of all gas appliances set by Energy Safe Victoria. For further details you can contact Energy Safe Victoria Energy Safe Victoria on:

<http://www.esv.vic.gov.au> or 1800 652 563.

6. KEY SELECTION CRITERIA:

The selection criteria, which will be considered in the assessment of applications for the International Street Food Festival, are summarized below:

1. The types of merchandise or produce offered and how this fits with the theme of festival.
The total number of providers delivering a similar product, service or item.
2. The amount of on-site food preparation in the case of take-away food stalls and the ISFF's merchandise mix.
3. The stall/site set-up, including attention to aesthetics and any physical constraints.
4. How the provider will contribute to the success of the multicultural theme of the festival.
5. The Applicant's retail and business experience and financial situation.
6. Flexibility and ability to fit in with other stallholders and to work with ISFF management.
7. Experience delivering stalls or services at major events.
8. And any other matter considered relevant to the application.
9. The sequence of the above criteria does not imply any relative priority.

Furthermore these are not the only criteria upon which the assessment of applications is made.

7. GENERAL APPLICATION REQUIREMENTS & CONDITIONS:

Applicants must be made on the application form attached to this document. No other form of application will be considered and all the relevant sections must be completed.

Other relevant documentation or concept outlines, which the applicant believes relevant and would like considered as part of this application, should be attached to the official application at the time of lodgment.

The application must be accompanied by identification such as a passport or driver's license. Applications without appropriate identification may be rejected.

MIK Pty Ltd requires, as part of the application process, that the applicant complete the "authority to deduct fee form" attached to this application. This form is collected solely for the purposes of the application, and if successful, the payment of fees under the International Street Food Festival (ISFF) licence.

MIK Pty Ltd does not, in requesting the information, give any assurances that the application will be successful in applying for a license. Providing this information does not increase the applicant's likelihood of success in obtaining a licence but applications returned without a completed Authority will be rejected.

If the applicant is not successful, the information will be destroyed in accordance with MIK Pty Ltd privacy policy.

Each applicant will be responsible for total cost of making an application in response to this document. Whilst an attempt has been made to ensure that information contained in this brief is accurate at the time of publication (July 2014), the MIK Pty Ltd does not accept any responsibility or liability for the accuracy of information contained in this document. Any applicant should verify all information by making the necessary enquiries at the time of application.

MIK will not be evaluating any application for the purpose of entering legal relations. A legal relationship will only be contemplated if and when the successful applicant signs a formal letter of acceptance prepared by the company.

MIK Pty Ltd reserves the right to act as it sees fit after considering applications.

8. GENERAL APPLICATION:

HOW TO APPLY?

Applicants must be made on the proforma application attached to this document.

POST ISFF 2015
PO BOX 5036 HUGHESDALE, VICTORIA 3166

E-MAIL E-mail the completed documents to: interest@isff.com.au

APPLICATIONS CLOSE:

12th of September 2014 at 5:00pm

FURTHER ENQUIRIES: +61 3 8680 2445 OR 0406 445 675

9. WHAT HAPPENS NEXT:

HOW WILL WE FIND OUT IF WE ARE SELECTED?

First round applications close at 5pm on Friday 12th of September 2014.

Applicants will not automatically be offered an interview and it is therefore important that you complete the attached application as fully and accurately as possible.

Photographs and other information relating to your proposal will assist the selection panel in making its decision (photos will not be returned).

Shortlisted applicants may be required to attend an interview and show product samples. All applicants will be notified in writing of the outcome of their application.

You should not expect to hear from us until late-September 2014.

Successful full season applicants will have their full season's fees deducted from their nominated bank account in the first week of October 2014.

Failure to have sufficient funds available to allow MIK to do so will result in withdrawal of the offer of license.

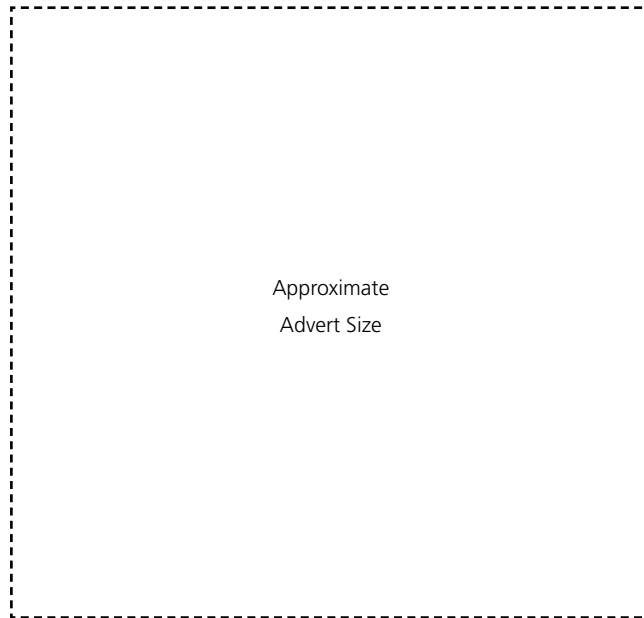
The decision of the selection panel is final and is not open to appeal.



10. ADDITIONAL BENEFITS

Involvement in this event is a marketing solution and step into the street food community, not just event space. You will receive the following additional benefits.

With every Food Stall Fee, we will also give the stallholder the opportunity to supply the menu, business logo and background of the food and its importance to the related culture or country of origin. We will provide this on a 1/6 of A4 Page in our 60 page+ travel guide brochure. This brochure will have a 50,000 circulation.



The hirer will receive complimentary page on our website linked from under the nation to which the food vendor belongs to. This allows prospective customers to learn about their story and their food on our website. We may also feature your signature dish on our main page or in other print media advertising. Using advanced SEO, social media and traditional advertising this page site is expected to achieve 350,000 views prior to the event.

In addition to the first two complimentary marketing opportunities, the hirer will also receive a full valued directory listing (worth \$199 Per Year) for one year on our new partnered website www.streetfoodculture.com.au This website is a national website targeting all outdoor food activities, gatherings, street performers, food vendors, food van listings and industry information. *It's the one stop Street Food shop!*

THE APPLICATION FORM

INTERNATIONAL STREET FOOD FESTIVAL 2015

Trading Name:

First Name: Surname:

Address:

..... Postcode:

Telephone:

[BH]: [AH]:

[Mobile]: [Fax]:

Email:

Driver's Licence No.:



ISFF 2015 APPLICATION

PROPOSED CONCEPT:

- Take-away Food & Drink
- Readers and Masseurs
- General Merchandise
- General Exhibitor
- Other (please specify)

PREFERRED LOCATION:

- Indoor
- Outdoor

GENERAL MERCHANDISE APPLICATION

PROPOSED CONCEPT:

Briefly outline your stall concept including merchandising of stall:
(Please provide photos, brochure or weblink to be considered):

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Please provide an itemised listing of your product range.
(You **MUST** include photographs of your full product range to be considered):

1:	6:
2:	7:
3:	8:
4:	9:
5:	10:

Give a brief description of your stall concept with a layout of your stall:

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FOOD & DRINK APPLICATION

PROPOSED CONCEPT:

Briefly outline your stall concept including your food type & how your food type fits in with the International Street Food Festival concept:

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Provide your proposed menu (including prices).

(NB# menus are fixed for the event and prices listed are to be the maximum prices that may be charged. No item is to exceed \$12):

1:	\$:
2:	\$:
3:	\$:
4:	\$:
5:	\$:
6:	\$:

How do you intend on preparing your food? i.e. onsite or offsite and within which part of your stall? What's involved in the preparation of the food and how does this add to the appeal of the stall?:

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FOOD & DRINK APPLICATION [CONT.]

PROPOSED CONCEPT:

Itemise all electrical equipment used in your operation (including electrical draw)
(eg: 3 X electric rice cooker):

1: AMPS/WATTS:

2: AMPS/WATTS:

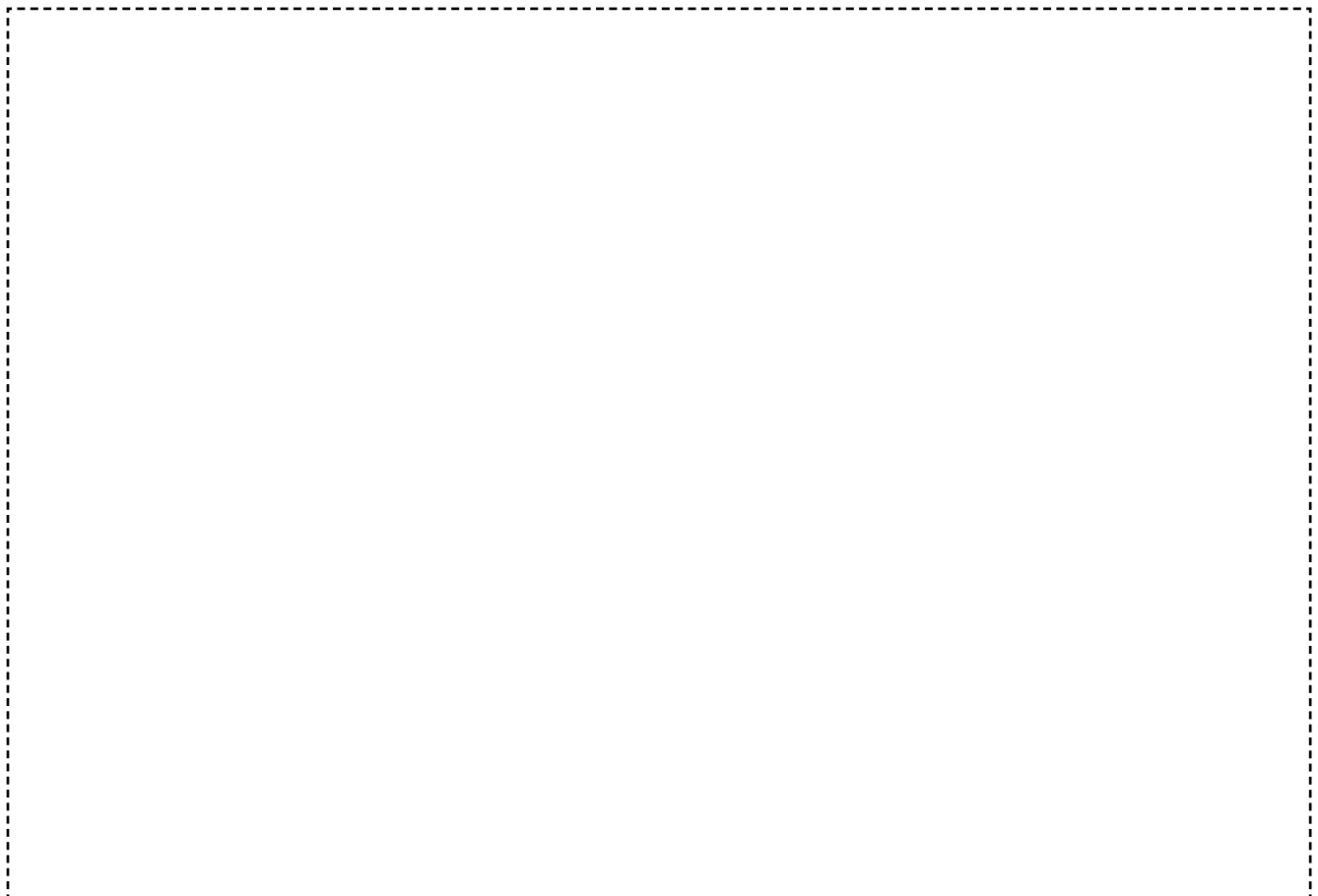
3: AMPS/WATTS:

4: AMPS/WATTS:

5: AMPS/WATTS:

6: AMPS/WATTS:

Please provide a proposed layout of your stall including work flow.



ALL APPLICANTS

MARKETING

How do you market your stall to your target clients/target audience?

- Facebook
- Twitter:
- Website: (URL)
- Newsletter:
- Other: (Please list)

PROPOSED MARKETING PLAN:

How do you intend on Marketing your stall at International Street Food Festival?

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Who is your Target Audience?

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ALL APPLICANTS [CONT.]

Why do you think your product/concept is suited to the International Street Food Festival?

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Please add any additional marketing information that will assist in the advertising of your business and the International Street Food Festival.

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ALL APPLICANTS [CONT.]

EXPERIENCE & QUALIFICATIONS

Please provide details of your previous retailing experience, include appropriate employment details, any relevant qualification or licensing requirements.

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REFERENCES

(Please provide details of two business referees)

Name:

Address:

Phone:

Company:

Position:

Name:

Address:

Phone:

Company:

Position:

CHECKLIST

IMPORTANT

Before you submit your application please check that you have included the following important information:

- Copy of any relevant qualifications you hold.
- Copy of your current Driver's Licence or other suitable identification (i.e.: passport).
- Photographs of the merchandise you intend selling (these will not be returned).
- Photographs of your stall set-up at other festivals / venues, if available.
- Food Act registration and food handler training certificates, (in the case of food applicants).
- Photographs of staff uniforms, in the case of food applicants.
- General Merchandise traders are to supply photographs of/or samples of packaging (This must be able to be recycled).
- Completed Authority to Deduct Fee Form (this is mandatory for all applicants).

COLLECTION AND USE OF PERSONAL INFORMATION

MIK Pty Ltd has a privacy policy in relation to the collection and use of your personal information. A copy of our privacy policy is available from our website (www.isff.com.au) or by contacting our office on +61 3 8680 2445.

MIK Pty Ltd is collecting the information on this form submitted by you for the purpose of assessing your application for stalls at the International Street Food Festival and if accepted, administering your licence in the future. The information may also be disclosed to provide reference for you for other landlords or their agents in relation to any future tenancy you may apply for and to MIK Pty Ltd's legal advisers for purposes associated with your licence. Part of this information, that is, your name, business name, telephone number and other business contact details and stalls location may also be disclosed to members of the public for the purpose of promoting the Festival and its activities. Apart from these limited circumstances the information collected on this form will not be disclosed to any individual or organisation without your consent or unless the disclosure is required by law.

If you would like to request access to any of the information collected on this form you may contact our office.

Where you have provided us with personal information relating to other individuals, such as reference contact information, we encourage you to inform those individuals that you have disclosed this information to MIK Pty Ltd and why, that they can request access to that information if they wish and that MIK Pty Ltd will not disclose that information to third parties.

I confirm that I have read this form and acknowledge the collection and use of my personal information as outlined above in this form.

Applicant's Signature: Date:

ONE TIME CREDIT CARD PAYMENT AUTHORIZATION FORM

Sign and complete this form to authorize MIK to make a one-time debit to your credit card listed below.

By signing this form you give us permission to debit your account for the amount indicated on or after the indicated date. This is permission for a single transaction only, and does not provide authorization for any additional unrelated debits or credits to your account.

PLEASE COMPLETE THE INFORMATION BELOW:

I authorize MIK to charge my credit card account
(FULL NAME)

indicated below for on or after
(AMOUNT) (DATE)

payment is for.....
(DESCRIPTION OF GOODS/SERVICES))

Billing Address:

..... Postcode:

Telephone: E-mail:

Signature: Date:

Account Type: Visa MasterCard

Cardholder Name

Account Number

Expiration Date

CSV (3 digit number on back of Visa/MC)

I authorize the above named business to charge the credit card indicated in this authorization form according to the terms outlined above. This payment authorization is for the goods/services described above, for the amount indicated above only, and is valid for one time use only. I certify that I am an authorized user of this credit card and that I will not dispute the payment with my credit card company; so long as the transaction corresponds to the terms indicated in this form.