

# UNLEY GALA

## 2024 FASHION PARADE / RUNWAY SHOW INFORMATION



### THE EVENT

**20 January 2024, 5pm to 11pm**  
**King William Road, Unley**

### Food, Wine, Fashion and Cycling

The City of Unley will once again host the Unley Gala, arguably Adelaide's most prestigious food, wine, and fashion street party.

As the longest running event held in conjunction with the Santos Tour Down Under, the Unley Gala is one of the largest, most dynamic and eagerly anticipated events on the Santos Tour Down Under calendar. It is expected to attract around 20,000 visitors.

The Unley Gala provides an opportunity for retailers, bars, restaurants, and cafes to showcase their finest wares, fashion, food and wine at a lively street party.

### Don't miss the opportunity for your business to be part of this spectacular event!

The Schwalbe Men's Stage 6 Start of the Santos Tour Down Under will be held the morning after the Unley Gala on Sunday 21 January 2024. Festivities commence at 9.20am with the Santos Tour Down Under race start commencing at 11.10am. The official start arch will be located on King William Road, near Walter Street, with the cyclists heading south, finishing in Mt Lofty.

### EVENT OBJECTIVES

The Unley Gala provides opportunities for the City of Unley to:

- Stimulate the local economy by providing an opportunity for Unley businesses to generate income at the event.
- Raise the profile of the City of Unley to visitors from Greater Adelaide as well as visitors from interstate.
- Enhance the City's reputation as a great place to visit, shop, live, work, invest and do business.
- Encourage on return visitation.
- Deliver an event for the local community to enjoy.
- Provide an opportunity for residents and visitors to gather and enjoy one of the City's premier mainstreet precincts.

### FASHION PARADE / RUNWAY SHOW

- The runway show is a key highlight of the Unley Gala program and will be produced by the experienced team at littlelion PR, including Gabrielle Leonello and a dedicated stylist. They will work with selected fashion businesses to produce an entertaining and on brand runway show, supporting the Gala event overall theme. The littlelion team will also manage this main stage working with MC's, DJs and other entertainment.
- The runway show is likely to be repeated two or three times throughout the event subject to final programming.
- The number of garments per trader will be confirmed, but likely to fall somewhere between 5 to 10 looks per trader.
- A runway will be located at the Park/Mitchell Street intersection of King William Road.
- Interested traders from the Unley area, please complete the Fashion Parade / Runway form by **5pm Friday 17 November 2023** and email to [el@eventmanagersaustralia.com.au](mailto:el@eventmanagersaustralia.com.au)
- This is a curated fashion show and places are limited. Applicants will be notified of the status of their application on/by Friday 1 December

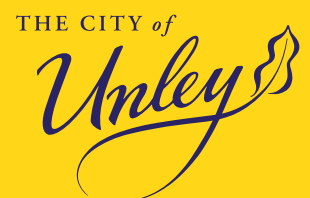
### CONTACT DETAILS

#### Event Managers Australia

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## KEY DATES AND DEADLINES

Applications close	5pm Friday 17 Nov 2023
Event Managers Australia to advise traders of application status	Friday 1 Dec 2023
littlelion PR will commence working on looks with parade participants	From Friday 1 Dec 2023
Unley Gala	5 - 11pm Saturday 20 Jan 2024
Santos Tour Down Under	From 9.00am with the race commencing 11.10am Sunday 21 January 2024

## EVENT AND PERMIT TERMS AND CONDITIONS

### Event Terms and Conditions

Traders selected to participate in the Unley Gala Fashion Parade / Runway Show must abide by the below event terms and conditions.

1. It is the trader's responsibility to provide and check off social media handles
2. Best endeavours will be made to take care of your garments, with all models wearing change scarves and care taken around fake tans
3. All garments must be delivered and collected by the trader as per the instructions to be provided by the Producer
4. If it rains during the runway show, the Producer will make the call if the runway show is cancelled at whatever time the stage becomes unsafe to models and/or your garments. Remaining sections or shows will not be made up at a later time if they are cancelled due to weather
5. Traders are asked to not come backstage during the shows unless previously organised by the Parade Producer director or stylist
6. If fine jewellery is supplied, the trader must be responsible for their jewellery at all times which includes having a dedicated person who will put pieces on and off models and take full responsibility for the jewellery over the duration of the entire event
7. Creative execution is at the discretion of the Producer who has been appointed to produce the runway show
8. If shoes are supplied, they must be supplied already taped
9. Traders are requested to comply with all directions given by the Parade Producer, employee, agent or authorized officer of the Council or a member of the SA Police

### 10. Indemnity and Release

- 10.1 The trader agrees to indemnify the Council from and against all actions, costs, claims and damages, which may be brought or claimed against the Council arising directly or indirectly out of or in relation to the fashion parade/runway show
- 10.2 The trader agrees to release the Council from liability or claim resulting from any accident, damage, or injury occurring while undertaking business activities at the fashion parade/runway show
- 10.3 The trader agrees that the Council will have no responsibility or liability for any loss or damage to the trader's garments, fixtures or fittings or personal property

### 11. Cancellation

If the event is cancelled at any stage the Council shall not be liable for any expenditure or liability or loss including consequential loss incurred by the trader