

UNLEY GALA

2024 SITE HOLDER 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 shop, live, work, invest and do business
- Encourage 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.

KEY DATES AND DEADLINES

Please take note of the following important dates and deadlines:

Applications close	5pm Friday 17 Nov 2023
Notified of the status of your application and invoiced for your site fee if successful	Friday 1 Dec 2023
Onsite Individual Trader Briefings	Wednesday 13 and Thursday 14 Dec 2023
Site fees to be paid by	5pm Monday 18 Dec 2023
Unley Gala	5 - 11pm Saturday 20 January 2024
Santos Tour Down Under	From 9.20am with the race commencing 11.10am Sunday 21 January 2024

Final invoice will be issued post event for infrastructure, power, ice, lighting and liquor licence (if applicable)

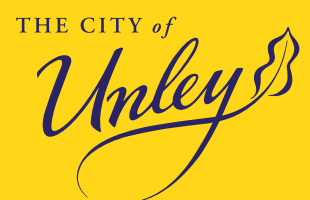
CONTACT DETAILS

Event Managers Australia

El Taylor

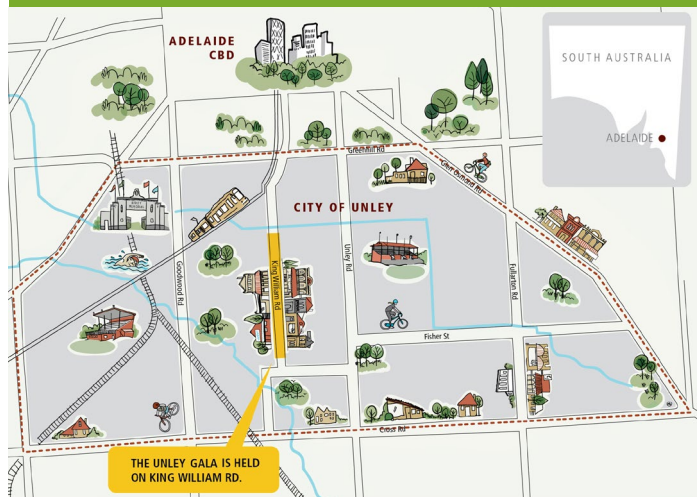
E el@eventmanagersaustralia.com.au

M 0403 024 248



LOCATION

The 2024 event will take place on King William Road between McGowan Avenue and Park / Mitchell Streets, known as the event precinct. Some side streets adjoining King William Road within this precinct will also be utilised for the event.



MARKETING AND PROMOTION

As a participant at the Unley Gala you will benefit from an extensive marketing and communications plan, which will include social media, online and print advertising to create awareness and boost attendance at the event.

The last event reached a media audience of 2.1 million with over 100 pieces of media, including three TV news stations in attendance at the event and a social media campaign reaching over 120k people. We anticipate greater results as the event continues to grow.

Event marketing and promotion will include the following:

- An extensive Public Relations campaign
- A comprehensive social media campaign aimed at increasing event attendance and showcasing participating businesses
- A variety of widespread promotional signage leading up to the event
- Printed materials
- Traditional and online advertising
- TV promotion.

To maximise exposure please follow City of Unley to share and keep up to date on all things Gala:

OUR AUDIENCE 20,000+ EVENT PATRONS

The Unley Gala attracts over 20,000 participants. Market research showed that the demographic at last event were 38% male and 62% female. 34% of those surveyed were City of Unley residents, with 52% from greater Adelaide and 14% from interstate and overseas.

TARGET AUDIENCE

- Young families with children (25 – 39 with children)
- Middle Age (40 – 54 children at home and empty nesters)
- Mature (55 – 95 with and without partners)
- Young people (18 - 30).

Foodies and Fashionistas

- Predominantly women 18 – 54 years, but males are also important
- Foodies enjoy dining out and trying new gourmet experiences
- Fashionistas are fashion conscious and regularly shop for the latest fashions
- Most are savvy with social media and will share their experiences online.

Cycling Enthusiasts

- Predominantly males 18 – 54 years, but females are also important
- Most belong to a cycling hub or have a group of mates they cycle with
- They ride 3-4 times per week with each ride covering at least 40kms
- Cycling is part of their social life.

People from across greater Adelaide, interstate and international

- Predominantly people following Santos Tour Down Under news.

**AUDIENCE REACH
2.1 MILLION**



120k+
SOCIAL MEDIA
CAMPAIGN REACH

20,000+ PEOPLE

62%
FEMALE

38%
MALE

Where patrons come from

52% Greater Adelaide

34% City of Unley residents

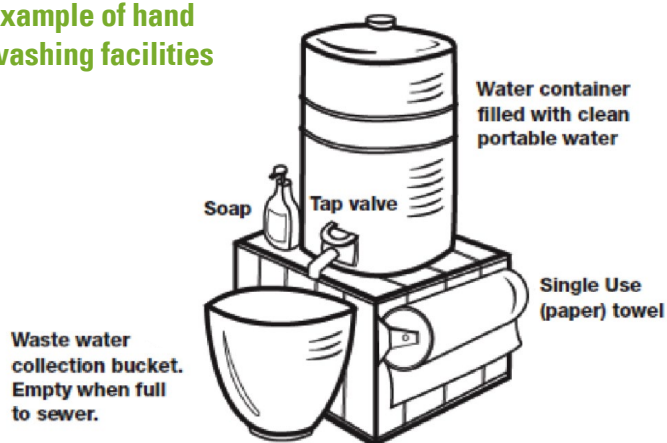
14% Interstate/overseas

THINGS YOU NEED TO KNOW

Sites and Infrastructure

- Traders located within the King William Road event precinct are offered a subsidised site fee
- If your business is located outside of the event precinct it is compulsory to order a marquee through the event supplier unless otherwise negotiated with event management
- Furniture such as chairs and trestles can be ordered through the event supplier as per the fees indicated in the booking form
- All free-standing equipment must be correctly weighted in accordance with the applicable Australian standards
- You are encouraged to clearly identify your stall name and provide easy to read menu boards which must be displayed within your space
- Gas bottles must be stored securely with appropriate ventilation. There are other requirements relating to the safe use of LPG and we ask you to visit the SafeWorkSA Site to familiarise yourself with the details, found here or via the link below: <https://safework.sa.gov.au/industry/hospitality/food-catering-events>
- All food and/or drink vendors must provide an appropriately rated fire extinguisher that is fully charged with a current and stamped service tag.
- All food and/or drink vendors must provide staff with easily accessible hand washing facilities with running water, liquid soap and disposable paper towels (shown below).

Example of hand washing facilities



Safework SA will have inspectors on site prior to and during the event to ensure that all infrastructure is safe for both event staff and the general public. The inspectors will be conducting random audits and may ask your staff questions relating to safety and risk management plans. As a minimum your staff will need to be aware of where your first aid kits, fire extinguishers and fire blankets are kept.

Please refer to the Event Terms and Permit Conditions for a full listing of all requirements.

Food Safety

All traders must comply with the applicable food safety standards. Health inspectors may conduct random audits. Your details will be provided to the City of Unley who may also contact you and provide you with further information about the national food and drink safety standards.

Please review Council's Food Safety Fact Sheet via the link below: www.unley.sa.gov.au/files/assets/public/v/2/events-amp-facilities/food-safety-at-outdoor-events-factsheet.pdf

Event Short Term Liquor Licence

The Unley Gala will apply for a short term liquor licence that will cover the defined area of the short term licence from 5pm to 11pm Saturday 20 January.

If you intend to sell alcohol as a participating business of the Unley Gala, you must include details relating to your liquor licence in the booking form. If you are not specifically listed on the event's liquor licence, you will not be permitted to sell alcohol to event patrons. Businesses and restaurants with an existing liquor licence are requested to include details of their liquor licence on the application form; otherwise their licensed premises will be excluded from the event licence.

Liquor Licence Guidelines

Negotiations are underway with the State Government's Consumer and Business Services to obtain a short term liquor licence for the Unley Gala.

The licencing conditions will be provided to all businesses included in the event's short term licence once they are confirmed. The conditions will include how alcoholic beverages can be sold and served.

Power and Water

- All electrical equipment and leads must be tested and tagged in accordance with Australian Standards and meet the requirements of the Office of the Technical Regulator and must be placed according to WHS standards so as not to act as a hazard.
- Electrical leads running from existing store fronts out to the street that may be walked on must be covered either by a cable tray or industrial rubber matting, to be provided by the business.
- All electrical leads need to be in date, tagged and tested. Industrial leads must be used. Domestic white leads intended for indoor use are not adequate for outdoor events.
- Temporary sites must indicate on the booking form all power requirements and ensure you have provided or ordered the correct power required.
- It is the responsibility of the Site Holder to provide all necessary extension leads, cable trays or mats.
- For businesses located within the event precinct, it is assumed that you have access to potable water from your premises. If you do not have direct access to water from your business, please contact the event management team to discuss options at the time of your application.

Waste Management

The Unley Gala is aiming to be a zero-waste event with a three-bin waste management system. All disposable containers used for food and beverage products MUST be served in fully compostable containers.

The event will provide a three-bin waste system for event attendees and cleaners on site to maintain the event precinct.

The event also provides an oil disposal location, bottle and can collection bins and skips. In addition, we will provide a grey water disposal area. Locations of these will be outlined in the site holder information packs.

Site Holders are responsible for bins for your site and MUST dispose of all rubbish generated at your site.

King William Road Traders

If you have a private skip bin located at your business, we recommend you empty this prior to the event and lock it on the night to avoid others using your bin.

GET INVOLVED / DO MORE

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's overall theme. The littlelion team will also manage this main stage working with MCs, 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.
- We will work with traders to focus on key trends.
- The main stage & runway will be located at the southern end of King William Rad, at the Park/Mitchell Street intersection (near the Hyde Park Tavern).
- 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.
- Interested businesses to please complete the separate Fashion Parade / Runway form. Please request a form from el@eventmanagersaustralia.com.au

The Santos Tour Down Under conducts the Best Dressed Town Competition which is open to all businesses. For more information and to enter, visit

tourdownunder.com.au/festival/santos-best-dressed-town

Other Ideas to Maximise Opportunities

- Think of a creative way to engage with the event attendees
- Hand out vouchers from your site offering incentives to encourage event attendees to return to your business
- Hold a sale or provide special offers in conjunction with the event
- Host a VIP event at your place of business
- Run a competition on the night e.g. purchases over a certain amount go in a draw to win a prize
- Invite people to follow your social media platforms for a chance to win a prize, such as a voucher to spend in your business
- If you are a fashion business, run a promotion in the lead up to the event to encourage people to purchase their Gala outfit from you.

LOOK THE PART AND BE INVOLVED

On Saturday 20 and Sunday 21 January the City of Unley and King William Road are on show both nationally and internationally. The event is staged and themed around the Santos Tour Down Under and we ask that you actively engage in dressing your business and/staff for both days.

The theme of the Unley Gala in 2024 is 'Al Fresco Summer Party'; think fresh citrus, sunny yellows, crisp white, lush greens with a splash of red.



We encourage you to embrace this theme when setting up your site or business by incorporating elements that align with the theme; some ideas include potted citrus, red and white gingham cloths, bicycles, crates of summer fruits etc.



STALL/SITE FEES

Site fees will be invoiced to successful applicants on Friday 1 December 2023. Site fees must be paid prior to Monday 18 December 2023 to secure your place.

		Category A*	Category B	Category C	Category D	Category E
		Business located within the King William Road event precinct. Business to remain open but will not be trading outside shop front.	Business located within the King William Road event precinct and will be utilising the existing permitted outdoor dining area.	Business located within the King William Road event precinct and will be creating a temporary outdoor site in-front of shop.	Business located within the City of Unley area but not within the King William Road event precinct. Site space is 3m x 3m.	Business not located in City of Unley.
1 2 3 4	Food &/or beverage site fee No liquor	\$0	\$265	\$270	\$275	Sponsorship opportunities available
	Food &/or beverage site fee Selling Liquor (incl \$110 licence fee)**	\$110	\$425	\$430	\$445	
	Retail and/or Service Provider site fee No liquor	\$0	\$125	\$130	\$145	
	Retail and/or Service Provider site fee Selling Liquor (incl \$110 licence fee)**	\$110	\$235	\$240	\$255	

Note:
All prices include GST.

* We need to know if your business will be open to ensure optimal use of the entire event precinct and provide you with all the relevant event information. If your business is open, it will be included in our marketing and promotional activities.

** The City of Unley will apply for a short term liquor licence to cover the defined area of the short term licence during the hours of 5pm to 11pm on Saturday 20 January. If you intend to sell alcohol within the defined area of the short term licence you must complete the Liquor Licence section of the application. This applies to ALL business including those with existing outdoor dining. If you are not listed on the liquor licence you are not permitted to sell alcohol to event patrons. The cost for a temporary Unley Gala short term liquor licence is \$110 and is included in the site fees.

Please note: first preference will be given to businesses located on King William Road, followed businesses within the City of Unley. Businesses outside of the City of Unley who wish to book a site at the Unley Gala are invited to contact us to discuss sponsorship opportunities.

SITE CONFIRMATION AND SELECTION CRITERIA

Due to the capacity and optimum number of food and beverage sites at the event, there are a limited number of sites available. First preference for sites will be given to businesses located on King William Road, followed by other businesses within the City of Unley area.

Businesses outside of the City of Unley who wish to book a site at the Unley Gala are invited to contact us to discuss sponsorship opportunities.

All booking forms must be returned to El Taylor at Event Managers Australia prior to 5pm Friday 17 November 2023.

You will be notified on the status of your application by 5pm Friday 1 December 2023.

TRADER BRIEFING SESSION

All successful traders will be required to meet with the Event Operations team on either 13 or 14 December at their allocated site on King William Road to discuss details.

The meeting will cover specific information about your site for the Unley Gala, and you will receive an information pack at this time.

Please include your preferred date and time on the application form.

SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities are available to support the Unley Gala. Sponsorship is a great way to further raise the profile and awareness of your business or product and a great way to show your support for the community.

There are many opportunities available and we will work closely with you to tailor a package that reflects your objectives.

For more information contact
el@eventmanagersaustralia.com.au
or call 0403 024 248



EVENT AND PERMIT TERMS AND CONDITIONS

Event Terms and Conditions

- You will be advised of the status of your application and sent an invoice for your site fee on Friday 1 December 2023. To secure your place at the event, this invoice for site fees must be paid by Monday 18 December 2023. Any cancellations made prior to this date will be entitled to a full refund. No refunds will be provided for cancellations received after Friday 22 December 2023. A second invoice will be sent following the event for your items (if used) such as power, liquor licence, marquee, umbrellas, trestles, chairs and lighting.
- Site Holders must present their sites to a high standard and be set up ready to trade by 4.30pm on the day of the event and must not pack down before 11pm.
- The promotion of your business at the event will be limited to your allocated site and the immediate vicinity unless otherwise agreed in writing.
- Site Holders must not arrange for any entertainment additional to that arranged by Council unless otherwise agreed in writing with event management.

Traders operating within the event precinct space will be granted a permit by Council. The terms and conditions associated with this permit are outlined below.

Permit Terms and Conditions

1. Permit

The Council, acting under s. 222 of the *Local Government Act 1999* (the Act) grants to the Permit Holder a permit (the Permit) to use a portion of King William Road, Unley (the Permit Area) within the area of the Council for business purposes being promotional activities and/or outdoor dining and the Permit Holder accepts this Permit on the conditions set out below.

2. Term

- 2.1 This Permit is effective on Saturday 20 January 2024 between the hours of 11.30am and 11:59pm and expires on the earlier of:
- i. 11:59pm 20 January 2024
 - ii. The date and time the Council, in conformity with s.225 of the Act, cancels the Permit for breach of a condition (see s. 225 Cancellation of authorisation or permit); or
 - iii. The date the Permit Holder notifies the Council that the Permit Holder surrenders the Permit.
 - iv. The hours of this permit covers the following:
 - from 11.30am - 5pm Trader Bump In
 - from 5 - 11pm Unley Gala event hours
 - from 11pm – 11:59pm Trader Bump out.

3. Authorised Use

The Permit Holder may use only the Permit Area and must not permit any unauthorised use or unlawful activity to take place in the Permit Area.

4. Special Conditions

At all times during the Permit, the Permit Holder must maintain the Permit Area in accordance with the event's Conditions.

5. Insurance

During the Term of this Permit the Permit Holder must hold public liability insurance (from a reputable insurer for the minimum amount of twenty million dollars (\$20,000,000) per claim. Such insurance must extend to the Permit Area for the duration of the Permit. The Permit Holder must provide a certificate of currency and a copy of the insurance policy for inspection to the Council. This must be provided with the Unley Gala application form and the permit holder must immediately notify the Council if the insurance policy either lapses or is cancelled.

6. Indemnity and Release

- 6.1 The Permit Holder 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 granting of the Permit.
- 6.2 The Permit Holder agrees to release the Council from liability or claim resulting from any accident, damage, or injury occurring while undertaking business activities in the Permit Area.
- 6.3 The Permit Holder agrees that the Council will have no responsibility or liability for any loss or damage to the Permit Holder's fixtures or fittings or personal property.

7. No duty of care

If the Council or a person for whom the Council is responsible gives to the Permit Holder a consent or approval for the purposes of this Permit,

- i. No such person thereby assumes any duty of care, responsibility or liability to the Permit Holder for that thing; and
- ii. The Permit Holder is not to any extent thereby relieved from its obligations to comply with this Permit or to indemnify any person.

8. No interest conferred

This Permit does not confer on the Permit Holder any estate or interest in the Permit Area.

9. Consents and approvals

A consent or approval of the Council:

- v. Must be requested in writing;
- vi. May be refused or not be considered unless and until the Permit Holder pays to the Council a reasonable sum (as estimated by the Council) for administrative or other expenses incurred or to be incurred in connection with the request for consent or approval, whether or not consent or approval is given or the request is withdrawn;
- vii. May be given with conditions, or refused without giving reasons, and when the Council chooses;
- viii. Is valid only if in writing and signed on behalf of the Council; and
- ix. Is limited to the specific instance to which it relates and the specific purpose for which it is given.

10. About this Permit

This Permit is the whole grant from the Council to the Permit Holder about the use of the Permit Area. This Permit cannot be transferred or assigned and can only be amended with the written consent of the Council.

11. About the Permit Holder

The Permit Holder is liable to the Council for anything done or not done by an officer, employee, contractor or agent of the Permit Holder that if done or not done by the Permit Holder will breach this Permit.

12. About the Council

The Council grants this Permit as a Council acting under s. 222 of the Act and not in any other capacity. This Permit does not preclude or pre-empt the exercise by the Council of any other regulatory function or power. The Chief Executive Officer of the Council or his delegate may exercise a power of the Council under this Permit for and on behalf of the Council.

13. General

- 13.1 The Permit Holder must comply with any Act of Parliament, regulation or by-law relating to the use of the Permit Area.
- 13.2 Wherever there is any cost involved in complying with the preceding requirement, the Permit Holder will be responsible for those costs.
- 13.3 The Permit Holder must take all reasonable precautions to avoid damage to the Permit Area and any improvements and structures located in the Permit Area. The Permit Holder must immediately notify the Council of damage to the Permit Area or any Council owned property located within or adjacent to the Permit Area.
- 13.4 The Permit Holder will be responsible to reimburse the Council for all its reasonable costs to repair or rectify any damages caused as a result of the Permit Holder's use of the Permit Area.
- 13.5 The Permit Holder may not alter or remove any of the existing fixtures and fittings within the Permit Area nor install any structures or items within or adjacent to the Permit Area without the Council's prior written approval.
- 13.6 The Permit Holder may not, without the Council's prior written approval, alter or remove any structure or structural part of any premises of the Permit Holder which are within or adjacent to the Permit Area.

EVENT AND PERMIT TERMS AND CONDITIONS

13.7 The Permit Holder agrees:

- 13.7.1 To immediately comply with all directions given by any employee, agent or authorised office of the Council or a member of the SA Police.
- 13.7.2 To be responsible for the disposal of rubbish and waste within the Permit Area and not to use Council bins for the disposal of commercial waste. The Permit Holder must leave the Permit Area and its surrounds in a clean and tidy condition at the end of the period of this Permit.
- 13.7.3 The Permit Holder must support the Council's Environment Management System Waste Reduction policy for Council events. All takeaway products are to be fully compostable, with front and back of house waste management in compliance with the requirements stipulated by Council.
- 13.7.4 At the end of the period of this Permit the Council will inspect the Permit Area to ensure that it has been cleaned and tidied to an acceptable standard.
- 13.7.5 Where the Council has to undertake cleaning and/or tidying of the Permit Area, the Council will invoice the Permit holder the actual costs incurred.
- 13.7.6 To be responsible for and to ensure the orderly conduct of members of the public within the Permit Area;
- 13.7.7 Not to cause disturbances or nuisance to users of land adjacent to the Permit Area or to vehicles or pedestrians.
- 13.7.8 To comply with the requirements of the *Sewerage Act 1929* in relation to the disposal of wastewater and other trade waste and the *Environment Protection Act 1993* in relation to the prevention of stormwater pollution.
- 13.7.9 All electrical equipment and leads must be tested and tagged in accordance with Australian Standards and meet the requirements of the Office of the Technical Regulator and must be placed according to WHS standards so as not to act as a hazard.
- 13.7.10 All LPG gas bottles provided by the stallholder must bear the applicable Australian Standards approved badge and stallholders must submit details to Council prior to the event (including number of bottles, size).
- 13.7.11 All food and/or drink vendors must provide an appropriately rated fire extinguisher that is fully charged with a current and stamped service tag and a fire blanket.

14. Cancellation

If the event is cancelled at any stage the Council may at its absolute discretion return a part of the site fee paid by the Permit Holder but is under no obligation to do so. In such case the Council shall not be liable for any expenditure or liability or loss including consequential loss incurred by the Permit Holder.

CONTACT DETAILS

Please complete and return this form to
El Taylor at Event Managers Australia by
5pm Friday 17 November 2023.

Event Managers Australia

El Taylor

E el@eventmanagersaustralia.com.au

M 0403 024 248