

Eat Your Heart Out Liverpool 2019

EVENT OVERVIEW

Saturday 31 August from 1pm – 9pm at Norfolk Serviceway, Liverpool.

Liverpool City Council is excited to present Eat Your Heart Out (EYHO) Liverpool 2019, our biggest annual CBD event. The event will celebrate the city as a wonderful place to live, work and play.

This year the event will light up Norfolk Serviceway, a hidden pocket of the CBD, with live music, arts and culture and, of course, amazing food.

Our program this year aims to return a high quality community and cultural event to South West Sydney with free outdoor performances, games, food trucks and public art installations.

Event Site

Refer to the event site map (Appendix 1) in this document for an understanding of the space.

EOI CHECKLIST

- Completed Stallholder Expression of Interest Form
- Certificate of Currency for Public Liability Insurance
- Food Safety Supervisor (FSS) Certificate
- Minimum of 2x high resolution images (300dpi, at least 1MB) of proposed food offering
- High resolution business logo (.eps or .png file)

MARKETING PLAN

An integrated marketing plan will target the EYHO audiences to drive awareness, engagement and attendance. The Marketing Plan would include a mix of the below.

PRINT ADVERTISING in local newspapers, including dedicated event advertisements and features in 'Liverpool News', Council's weekly local newspaper insert.

ONLINE ADVERTISING campaign may run across national online lifestyle websites, a mix of advertising and editorial, seamlessly linking to Council's website and social media for additional information.

RADIO ADVERTISING may run across metropolitan radio stations in the month leading up to EYHO.

SOCIAL MEDIA campaign driven through a targeted mix of content across Council's Facebook, Instagram and LinkedIn Channels.

COUNCIL WEBSITE hosts a dedicated LOAR event page, detailing information about LOAR with links to sponsors' websites. The majority of communications direct people to the Council website for information.

SIGNAGE, FLAGS AND BILLBOARDS are used throughout Liverpool CBD and surrounding suburbs.

FLYERS, POSTERS AND NEWSLETTER distributed to suitable audiences including over 80,000 homes, reaching more than 212,000 residents, and to Council's various community facilities. LOAR collateral may also be distributed to some of Liverpool's 14,500 businesses.

INTERNAL COMMUNICATIONS channels will be utilised for promotion and include quarterly CEO Presentations to all Council staff, Intranet news updates, fortnightly e-newsletters and posts on Yammer, Council's social media platform for staff engagement.

The communication team will work alongside news media to deliver exciting and engaging editorial content across newspaper print, online, radio and television news outlets.

MARKETING REACH

Combined social media audience of 25,000+

Reach hundreds of thousands

Council website – 2000+ hits each day

Flyers, posters and Council newsletters shared with:

- 80,000 homes – 212,000+ residents
- Customer Service Centre – 24,000+ visitors per year
- Casula Powerhouse Arts Centre – 50,000 visitors per year
- Liverpool City Libraries – 700,000+ visitors per year

Local newspaper distribution:

Liverpool City Champion – 48,000+

Liverpool Leader – 41,000+





FOOD TRUCK/STALL EXPRESSION OF INTEREST

EAT YOUR HEART OUT, 1PM-9PM, 31 AUGUST 2019

NORFOLK SERVICEWAY, LIVERPOOL

All food trucks/stalls must provide valid public liability cover.

| SECTION 1: APPLICANT DETAILS | | | |
|--|--|----------------------------|----------------------|
| PRIVACY REQUIREMENTS | | | |
| Please note that the information provided on this form will be used by Council or its agents to process this application in accordance with Council's Privacy Management Plan and the Privacy and Personal Information Protection Act 1998. The provision of this information by you to Council is presumed to be voluntary. However, the omission of any information on this form may delay or prevent the processing of your application. For any query regarding the use of information by Council, please contact Council's Privacy Contact Officer. | | | |
| 1. STALL TRADING NAME | | | |
| 2. COMPANY/ ORGANISATION (if different) | | | |
| 3. ABN | | | |
| 4. BUSINESS ADDRESS | | | |
| 5. SUBURB/ POSTCODE | | | |
| 6. CONTACT NAME | | | |
| 7. CONTACT EMAIL | | | |
| 8. CONTACT PHONE NUMBER | <u>Mobile</u> | <u>Landline</u> | |
| 9. POWER REQUIREMENTS Please indicate electrical equipment to be used within your food stall, including electrical requirements and qualities. | <u>Appliance</u> | <u>Quantity of outlets</u> | <u>Amps required</u> |
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| 10. TOTAL SIZE OF FOOD TRUCK | Height Length Width Does your food truck have any other items which impacts size, e.g. a chimney or a generator which needs to be on the outside? If so, please specify, with dimensions: | | |
| 11. WHAT SIDE DO YOU SERVE FROM? | <input type="checkbox"/> Passenger's side <input type="checkbox"/> Driver's side | | |
| 12. DO YOU HAVE YOUR OWN POWER? <i>If no, please indicate what kind of power is required.</i> | <input type="checkbox"/> Yes <input type="checkbox"/> No | | |



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|--|---|
| <p>13. DO YOU HAVE YOUR OWN RUNNING POTABLE WATER FACILITY?</p> | <p><input type="checkbox"/> No (you will need to provide your own) <input type="checkbox"/> Yes (as you have your own unit) Note: All food stall and vans must have their own washing facilities, and access to hot water, to meet NSW Health regulations.</p> |
| <p>14. STALLHOLDER OWNED EQUIPMENT <i>Note that all cooking equipment must be contained within your truck</i></p> | <p>For Risk Management purposes please list all equipment, furniture or display items that you intend to use at the market (ie: BBQ, deep fryer, bainmarie, electric fry pan, power cords, etc).</p> <p> <input type="checkbox"/> BBQ <input type="checkbox"/> Deep Fryer <input type="checkbox"/> Chairs <input type="checkbox"/> Power Cords <input type="checkbox"/> Tables <input type="checkbox"/> Other <input type="checkbox"/> Bainmarie <input type="checkbox"/> Freezer </p> |
| <p>15. EFTPOS Do you have EFT facilities available?</p> | <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> |
| <p>16. REFEREE Please list the contact details of a relevant referee (client or event organiser).</p> | <p>NAME:</p> |
| | <p>TITLE:</p> |
| | <p>PHONE:</p> |
| | <p>EMAIL:</p> |
| <p>SECTION 2: MARKETING AND SOCIAL MEDIA</p> | |
| <p>1. SOCIAL MEDIA Please list your social media handles</p> | <p>Facebook: _____ Instagram: _____ Snapchat: _____</p> |
| <p>2. WEBSITE URL</p> | |
| <p>3. MEDIA PROFILE 80-100 words Please add any additional marketing information that will assist promoting your stall and the event (including associations with key organisations, social media reach and ongoing campaigns)</p> | |
| <p>SECTION 3: STALLHOLDER FEES AND CHARGES</p> | |
| <p><u>Fee/Category</u></p> | <p><u>Fee (incl. GST)</u></p> |
| <p>Food Vehicle Space Only 3m x 6m</p> | <p>\$200</p> |



| | |
|--|-------|
| Food Vehicle Space Only (> 3m x 6m) | \$250 |
| Food Stall Space Only 3m x 3m* SUBJECT TO EVENT REQUIREMENTS | \$150 |
| Food Stall Space Only 3m x 6m* SUBJECT TO EVENT REQUIREMENTS | \$200 |
| Food Stall Hire up to 3m x 6m (includes 2x10amp, 3 tables, flooring, sneeze guards, light, marquee structure, signage) | \$250 |
| Food Stall Hire 6m x 6m (includes 2x10amp, 3 tables, flooring, sneeze guards, light, marquee structure, signage) | \$300 |

DECLARATION

All food stalls must comply with the NSW Food Act 2003 and the Food Standard Code.

For your information, please see the guidelines:

[Guidelines for Food Businesses at Temporary Events](#)

[Guidelines for Mobile Food Vending Vehicles](#)

[Food Safety at Temporary Events Booklet produced by LCC](#)

DISCLAIMER

- I declare that all the information in the application is to the best of my knowledge, true and correct.
- I also understand that if the information is incomplete, the application may be delayed or rejected or more information may be requested.
- I acknowledge that if the information provided is misleading, any approval granted may be void.
- I accept delays in processing will arise out of any inadequacies in the material submitted in support of the application.

NAME/LEGAL REPRESENTATIVE: _____

ORGANISATION NAME: _____

DATE: _____

Please return this Expression of Interest along with all requested information, as outlined in the Expression of Interest checklist.

Email all relevant information to Susana Freitas – FreitasS@liverpool.nsw.gov.au by 5pm Friday 7 June 2019.

If you do not receive a confirmation email, please contact FreitasS@liverpool.nsw.gov.au

The selected applicants will be notified by email or phone call by 5pm, Friday 14 June 2019.

APPENDIX 1 – EVENT SITE MAP

