



SAT 9 NOV • 4-10PM  
GREENWAY PARK • WEST HOXTON

**Expression of Interest & Application Form**

Applications close 5pm, 22 September 2019

**LIVERPOOL  
CITY  
COUNCIL**

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## EVENT OVERVIEW

Food is a central part of Liverpool's celebrations and Liverpool City Council is delighted to bring the community together to share our diverse cultures and cuisine at Liverpool on a Roll.

This is a food festival with a twist, with visitors able to try a plethora of tasty treats presented "on a roll", such as burgers, banh mi and burritos.

From the humble sausage roll, to high-concept desserts and modern takes on much-loved classics, this festival gives food vendors a template to showcase their cultural offerings while integrating their own unique spin or humour.

In addition to international cuisine, Liverpool on a Roll will feature live entertainment, giveaways and garden games, with plans for market stalls selling seasonal local produce and products.

The parkland event site will come to life with scenic lighting installations that build on the event's evening ambience.

The Liverpool on a Roll concept is also a nod to Liverpool being a city on the move, emerging as Sydney's third CBD and gaining a reputation as a wonderful place to live, work, learn and play.

Residents come from more than 150 countries and speak more than 140 languages. We are home to 16,000 businesses and are adding more every year.

Liverpool on a Roll is a celebration of our vibrant, growing community and the many cultures that have helped make Liverpool a unique destination.

Liverpool on a Roll will be held from 4pm – 10pm on Saturday 9 November at Greenway Park, West Hoxton.

## KEY FACTS

- Liverpool On A Roll is a concept-driven food festival – **dishes are to be served in, on or in the shape of a roll.**
- The festival is limited to 30 food vendors and 10 food-related market stalls (subject to change).
- Food vendor proposals will be judged on selection criteria and chosen based on the strength of the concept and the cultural offering.



## FOOD VENDOR BRIEF & SELECTION PROCESS

### What is your interpretation of food that is 'On a Roll'?

It could be anything from a classic dish (burritos, banh mi and burgers, for example) to a classic with a creative twist (a left-of-centre spring roll filling, or the sensory illusion of dessert sushi, for example). Fusion and innovative dishes are encouraged.

We are interested in fun, "Instagrammable" ideas that are unique and memorable – our goal is to promote the food as the star of the show. Make yourself stand out and let your imagination roll!

If you need assistance conceptualising your food proposal, please feel free to reach out to Council's Events team.

### Selection Process Considerations

- The type of food offering proposed and how this fits with the 'On a Roll' theme;
- The total number of vendors that are delivering a similar product and consideration of dietary requirements (vegetarian, vegan, gluten free, dairy free);
- Unique spin on the 'On a Roll' theme which could be used heavily in promotion and social media trending;
- The stall/food truck set-up, including requirements, configuration, access and adding to the aesthetic appeal of your space;
- Vendor's own marketing channels and social media presence, following, customer engagement and assistance in promoting the event;
- Provision of high resolution images per the application form;
- The applicant's experience delivering a similar stall or service at a major event, including dealing with high volume crowds and quick turnover;
- Vendor's price point - keeping in mind Council's goal to ensure food offerings are affordable; and
- Preference to businesses in Liverpool LGA.



## FESTIVAL TRADING

**When:** 9 November, 4pm – 10pm

**Venue:** Greenway Park, West Hoxton

**What:** Due to the terrain and layout of the event site, some vendors will strictly trade out of a pre-established marquee structure. Decisions on configuration and placement are at the discretion of Event Organisers.

Operational space will be 3 metres deep, with a service window of 6 metres and will include food safety equipment such as flooring, sneeze guards, a skirted service bench and internal walls. 2x 10amps of power will be supplied and additional requirements will be charged based on draw (please refer to Stallholder Fees & Charges outlined below).

Stalls will be provided with an overhead sign stating their business name. The name depicted on the sign will be as per the trading name provided on this Expression of Interest.

Additional signage and theming is at your discretion and will need to be disclosed pending approval.

Your stall may be subject to a routine food inspection by our Environment Health Officer and subsequent fees will apply if a food inspection is required by Council.

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

Email all relevant information to the Events Team -  
[events@liverpool.nsw.gov.au](mailto:events@liverpool.nsw.gov.au) – by **5pm, Sunday 22 September**

If you do not receive a confirmation email, please contact [events@liverpool.nsw.gov.au](mailto:events@liverpool.nsw.gov.au)

The selected applicants will be notified by email or phone call by 5pm, Friday 4 October 2019.





# STALLHOLDER EXPRESSION OF INTEREST

## SECTION 1: APPLICANT DETAILS

1. VENDOR TRADING NAME*		
<i>*To be used on signage and promotional material for the Event.</i>		
2. COMPANY NAME OR NAME OF PROPRIETOR		
3. ABN NUMBER		
4. REGISTERED BUSINESS ADDRESS/ADDRESS OF PROPRIETOR		
5. SUBURB AND POSTCODE		
6. SALUTATION	<input type="checkbox"/> MS <input type="checkbox"/> MRS <input type="checkbox"/> MR <input type="checkbox"/> OTHER _____	
7. CONTACT NAME		
8. CONTACT POSITION		
9. CONTACT EMAIL		
10. CONTACT NUMBER	<u>Mobile</u>	<u>Landline</u>
11. SOCIAL MEDIA LINKS	Facebook: ..... Instagram: ..... Website URL: .....	
12. MEDIA PROFILE	<i>Please add any additional marketing information that will assist in promoting your stall and the event (including associations with key organisations, social media reach and ongoing campaigns)</i>	
13. Do you have previous event/festival experience?		
<i>Please elaborate</i>		



## SECTION 2: PROPOSED "ON A ROLL" CONCEPT (Food Vendors Only)

### 1. PROPOSED PRODUCT

Briefly outline your proposed "On A Roll" product, including variations in flavours (if applicable)

You will also need to provide a minimum of 2 high resolution images (300 dpi, at least 1MB) of the proposed food product

Product Name:

.....

Product Price: (No item to exceed \$12 per unit)

.....

Product Description:

### 2. MENU (Food Vendors Only)

Menu items are limited to 4 products per stallholder, excluding drinks.

No menu item is to exceed \$12.

Your approved menu will be promoted. Any changes, including minor, must seek written approval from Council, no less than 2 weeks prior to the event.

Menu Item

Price

Vegetarian, Vegan, Gluten Free etc


## SECTION 3: PRODUCT DETAILS (Market Stalls Only)

### 1. Product Details

Please state the items you will be offering at the event, including respective prices.

1. .... \$.....
2. .... \$.....
3. .... \$.....
4. .... \$.....



## SECTION 4: SITE REQUIREMENTS

1. VENDOR TYPE	<input type="checkbox"/> MARQUEE <i>(Go to Question 4)</i> <input type="checkbox"/> FOOD TRUCK/VAN <i>(Go to Question 2)</i> <input type="checkbox"/> TRAILER <i>(Go to Question 2)</i>		
2. DIMENSIONS	WIDTH: ..... LENGTH:..... HEIGHT: .....		
3. SERVICE WINDOW  Please indicate which side you serve from.	<input type="checkbox"/> DRIVER SIDE <input type="checkbox"/> PASSENGER SIDE <input type="checkbox"/> REAR <input type="checkbox"/> N/A		
4. Do you require power?  *Fees apply. Please see below	<input type="checkbox"/> YES* <input type="checkbox"/> NO <i>(Go to question 7)</i>		
5. POWER REQUIREMENTS  Please indicate electrical equipment and appliances to be used within your food stall, including electrical requirements and quantities.  Please note access to power on site is limited. If possible, please take this into consideration when planning your menu & appliances that you require.	<b>Appliance</b>	<b>Quantity of single-phase outlets</b>	<b>Amps required</b>
	<i>e.g freezer</i>	<i>e.g 1</i>	<i>e.g 10amp</i>
6. Do you have your own running potable water facility?	<input type="checkbox"/> YES <input type="checkbox"/> NO  Note: All food vendors must have their own washing facilities, and access to hot water, to meet NSW Health regulations. Access to running water on site is not guaranteed.		
7. STALLHOLDER OWNED EQUIPMENT  For Risk Management purposes, please indicate all equipment, furniture or display items that you intend to use at the Event	<input type="checkbox"/> BBQ <input type="checkbox"/> Bainmare <input type="checkbox"/> Freezer <input type="checkbox"/> Deep Fryer <input type="checkbox"/> Power Cords <input type="checkbox"/> Other _____		
8. Do you have EFT Facilities available?	<input type="checkbox"/> YES <input type="checkbox"/> NO		



## SECTION 5: STALLHOLDER FEES & CHARGES

CATEGORY	FEE	QTY
Food Vehicle Space Only (3m x 6m)	\$300	
Food Vehicle Space Only (> 3m x 6m)	\$350	
Food Stall Hire (6m x 3m) Includes 6m x 3m space in a shared structure, 2x10amp power, pro flooring, sneeze guards, lighting, 2x service bench, 1x trestle tables, sneeze guards, signage	\$350	
Food Stall Hire (6m x 6m) Includes 6m x 6m space in a shared structure, 2x10amp power, pro flooring, sneeze guards, lighting, 2x service bench, 1x trestle tables, sneeze guards, signage	\$400	
Commercial Market Goods & Services Vendor Space Only 3m x 3m	\$150	
Commercial Market Goods & Services Vendor Space (Up to 3m x 9m)	\$200	
Community Information Vendor Space Only	\$100	
Fete Stall Hire	\$100	
1x10amp Power Hire	\$20	
1x15amp Power Hire	\$25	
20KVA Generator	\$150	
Liverpool Local Area Business Discount	15% discount	
Health Inspection Fee As per Council's Health Inspection Fees under Community Standards	TBA	

## SECTION 6: EOI CHECKLIST

- ☐ Completed Stallholder Expression of Interest Form
- ☐ Certificate of Currency for Public Liability Insurance
- ☐ Food Safety Supervisor (FSS) Certificate (Food Vendors Only)
- ☐ Most recent Food Safety Inspection Report (less than 12 months old) issued by your home Council
- ☐ Minimum of 2 x High Resolution Images (300dpi, at least 1MB) of proposed "On A Roll" products (Food Vendors Only)
- ☐ Minimum of 2 x High Resolution Images (300dpi, at least 1MB) of proposed products for sale (Market Stallholders Only)
- ☐ Minimum of 2 x High Resolution Images (300dpi, at least 1MB) of menu and products
- ☐ High resolution Business Logo (.eps or .png file)





## SECTION 6: 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:

#### PRIVACY REQUIREMENTS

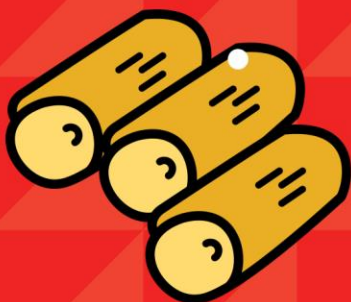
Please note that the information provided on this form will be used by Council or its agents to process this application in accordance with Council's Privacy Management Plan and the Privacy and Personal Information Protection Act 1998. The provision of this information by you to Council is presumed to 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.

- ☐ 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.
- ☐ I have read and agree to the [Stallholder Terms and Conditions](#).

NAME/LEGAL REPRESENTATIVE: \_\_\_\_\_

ORGANISATION NAME: \_\_\_\_\_

DATE: \_\_\_\_\_



## For further information



### Visit Us

Customer Service Centre  
Ground Floor, 33 Moore Street, Liverpool, NSW 2170  
Open Monday – Friday, 8.30am – 5pm



### Phone

1300 36 2170  
National Relay Service (NRS): 133 677  
(for hearing and speech impaired customers)



### Email

[events@liverpool.nsw.gov.au](mailto:events@liverpool.nsw.gov.au)



### Post

Locked Bag 7064, Liverpool BC, NSW 1871



### Website

[www.liverpool.nsw.gov.au](http://www.liverpool.nsw.gov.au)

