

# Ferragosto



## FERRAGOSTO 2024 STALLHOLDER GUIDELINES

# ABOUT FERRAGOSTO



This year we invite you to join us to celebrate the 27<sup>th</sup> anniversary of Ferragosto on Sunday, 18 August 2024. The festival preserves its roots in the strongly-Italian local community, with considerable support and interest from local businesses, entertainers, community organisations and residents. The City of Canada Bay's largest event is focused on bringing over 120,000 people from across the City of Canada Bay and wider Sydney area together in Five Dock.

## HISTORY

Ferragosto began in 1998 as an initiative of Five Dock's Main Street Committee. The event was originally held in the Garfield Street carpark for the first few years but as it grew, it moved to Great North Road. It has now expanded from Queens Road to Lyons Road – approximately 800m in length plus most side streets. As the demand, size and costs of the event increased, so did Council's involvement.

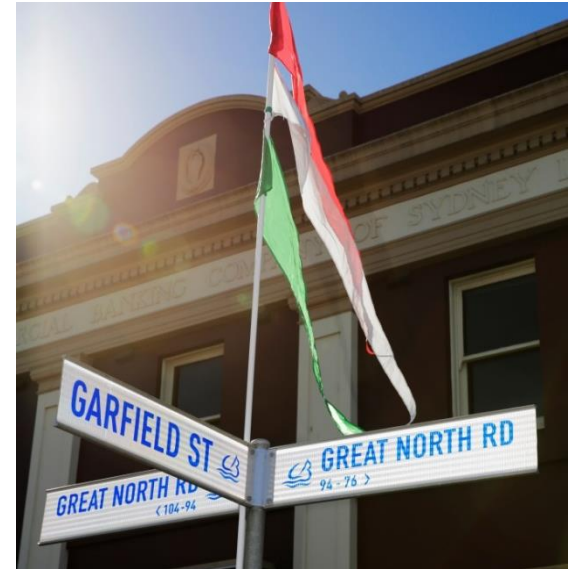
## DEMOGRAPHICS AND VISITORS

In 2023, it was estimated that over 120,000 people attended the event – an increase in numbers from previous years, which demonstrates its growing popularity throughout Sydney. As in past years, the event draws a mixed crowd with close to 60 per cent of attendees coming from the City of Canada Bay, the rest from the broader Sydney area. The crowd demographics are mixed with all age groups represented and a broad cross section of cultures.

# STALL FEES



Not-for-profit Community Group Stall	\$225.00
Great North Road Business Stall	\$210.00
City of Canada Bay Business* - Food Stall	\$600.00
City of Canada Bay Business - Merchandise Stall	\$440.00
City of Canada Bay Business – Food Van	\$1,000.00
Food Stall*	\$740.00
Food Van*	\$1,100.00 <sup>^</sup>
Pre-packaged Food Stall*	\$615.00
Merchandise Stall	\$565.00
Wine Stall*	\$615.00
<b>Fete Stall hire</b>	<b>\$75.00</b>



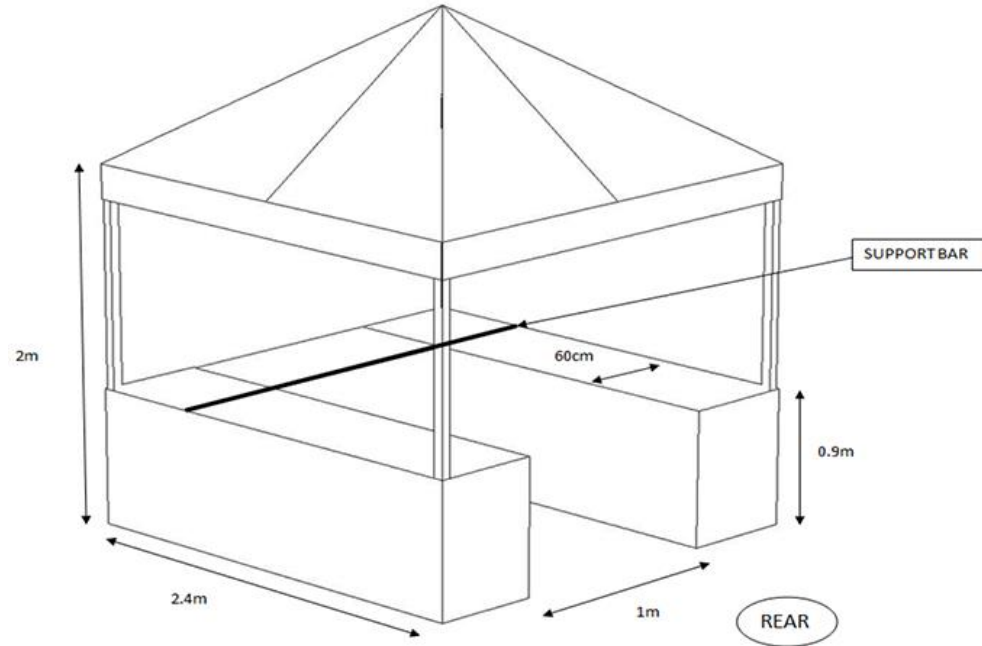
\* Health inspection fee is included in the fees and charges for all food and beverage stalls

<sup>^</sup> Vans requiring a space larger than 5m x 3m may incur additional charges

Fete stalls measure 2.4m x 2.4m

# STANDARD FETE STALL DIMENSIONS

- Fete stall hire is an additional **\$75.00**
- Fete stalls measure 2.4m x 2.4m. The allocated space is 3 x 3m – this allows 600mm shared access between stall sides with trading to the front
- You must keep within the allocated space
- Colour of fete stall will vary and unfortunately, we cannot assign specific colours to stall holders
- This is unavailable for Food Stalls



# SELECTION CRITERIA FOR STALLS



The City of Canada Bay aims to provide its local community with a variety of quality stalls and attractions by basing selections on quality, diversity, presentation, as well as environmental policies and practices and relevance to the event.

## Locality

- Stalls will be assessed on their locality with preference given to businesses based within the City of Canada Bay

## Relevance

- Stalls will be assessed on the relevance of their product to the event (for Ferragosto, preference will be given to stalls with a link to Italy and Italian culture e.g. a pizza vendor over a taco vendor)

## History

- Stalls will be assessed on their history with the event with preference given to long-term supporters

## Compliance

- Stalls will be assessed on their compliance with Council and National regulations

# SELECTION CRITERIA FOR STALLS



Reasons for acceptance of a stall:

- Quality of product
- Diversity of range of products
- Stall presentation
- Appropriate fit with the event theme
- Meet Council's event participant terms and conditions
- Promptness of site fee payments and lodgement of relevant documents and forms
- Compliance with regulations
- Demonstrate sustainable environmental practices.

Reasons for non-acceptance of a stallholder are (but not limited to):

- Duplication
- Lack of suitable sites available
- Public Liability Insurance under \$20 million
- Inability to meet appropriate Health and OH&S regulations
- Product deemed unsuitable for the event's aims and objectives
- Applications not completed in full and received prior to application deadlines
- Correct payments not received by application deadlines.



# BEFORE YOU APPLY

Please ensure you have copies of the following documents ready before you apply:

- Valid Public Liability Insurance Certificate of Currency to a minimum value of \$20million
- List of products that will be sold at your stall
- Valid NSW Food Safety Supervisor Certificate (food and beverage vendors only)
- Completed City of Canada Bay Food Safety Checklist (food and beverage vendors only)
- Evidence of your not-for-profit status (if applicable)
- List of all equipment which will be used at the event (i.e. gas stoves / BBQ's, generators etc)

# ONLINE APPLICATIONS

The City of Canada Bay prides itself on being a sustainable Council, and as such we have moved our event applications across to our E-Services function. Applications will only be accepted online.

To access the online application, please visit Council's website and click on E-Services, then Submit Application followed by Event Application.

If you are experiencing issues, please do not hesitate to contact Council on (02) 9911 6555.

# 2024 STALL APPLICATION TIMELINE



\* Dates are subject to change







# CONTACT DETAILS

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