



HARVEST CELEBRATION

IN BEECHWORTH

INVITATION TO STALL HOLDERS

Food lovers are invited to feast and forge their way around Victoria's bountiful High Country over 10 delectable days in May at the region-wide High Country Harvest (18-27 May). In a region where produce and personalities are heroes, a program of more than 30 events offers plentiful opportunities to indulge in gourmet food, award-winning wine and craft beer, while meeting the producers who have not long harvested their autumn spoils.

Kicking off the 10 day festival is the Harvest Celebration in Beechworth which is based on celebrating local produce thus, all products available during the one-day celebration must be sourced locally (i.e.: Indigo, Alpine, Mansfield and Towong Shires plus the rural cities of Benalla and Wangaratta).

After its highly successful introduction in 2011, the Culinary Theatre and Wine Room will also return to delight the patrons.

Keen home cooks and budding junior chefs alike can catch top chefs in action in the Culinary Theatre, with culinary stars from 'hatted' restaurants Provenance (Michael Ryan) and Simone's (Patrizia Simone) as well as Milawa Cheese Factory (David Brown), Beechworth Honey (Jodie Goldsworthy), Rinaldo's Casa Cucina (Adam Pizzini) and Beechworth Bakery all taking to the stage.

Patrons can also make for the Wine Room to sip their way around the Beechworth, Alpine Valleys, King Valley, Rutherglen and Glenrowan wine regions as they learn more about the High Country's incredible vinous diversity in informative one-hour tasting sessions with our cool and warm climate winemakers. This year will see Brown Brothers' Wine Educator emcee the Wine Room and impart further knowledge to the eager audience.

After much discussion and deliberation, the decision was made to change the venue from La Trobe to the central and historic grounds of the Police Paddocks. With this site being much closer to the main streets of the quaint business precinct of Beechworth, better ease and accessibility for our festival friends and patrons will be afforded.

Once again, the event will cater for the little ones with the return of the Kids' Kitchen. This space has been designed to immerse young minds in engaging, rich and stimulating food related activities. There will also be a separate entertainment stage featuring a running emcee of the day's events as well as some light entertainment.

To secure your place at the 2012 Harvest Celebration in Beechworth, please fill out the stall holder application form and return it at your earliest convenience.

In anticipation of a high volume of applications, we encourage you to submit the required paperwork as soon as possible. Please ensure that all relevant paperwork is submitted by no later than Friday 23 March, 2012.

For all enquiries contact the Festival Manager [Annalee Humphry](#) on 03) 57217724

Page 1





HARVEST CELEBRATION

IN BEECHWORTH

We welcome your application to be a stall holder at this exciting event and we look forward to potentially working with you.

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Page 2



Beechworth & District
Chamber of Commerce & Industry Inc.
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HARVEST CELEBRATION

IN BEECHWORTH

BEST STALL HOLDER COMPETITION

Our stall vendors will also be judged for the best Stall Holder with a worthy prize being awarded alongside a certificate for the “*Best Dressed Stall*” - *Harvest Celebration in Beechworth, 2012.*”

Judging criteria have been developed and these will include a combination of the following:

1. Best display of product (Not necessarily the whole stand)

- Something that catches your eye
- Colour coordination
- Use of fixtures and fittings to display the product
- Physical display of the product

2. Best overall merchandising

- Best use of merchandising of an overall stall
- Best ‘ticket writing’ displays including prices

3. Best branded stall

- Best use of a logo and elements of the brand
- Best branded staff
- Best overall stall branding

Stalls will be judged during the festival by the event organisers and the award given at the end of the day.





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IN BEECHWORTH

STALL HOLDER APPLICATION

I wish to apply for a site at the Harvest Celebration in Beechworth on Saturday 19 May, 2012.

Company.....

Contact Name.....

Address.....

Town/City..... Post code.....

Telephone..... Fax..... Mobile.....

Email.....

Website.....

Please provide a description of the products you wish to sell:

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Members of the Beechworth & District Chamber of Commerce will receive a discount.

Please tick the stall type you require.

Stall Size (Marquee Provided)	Member	Non-Member	Member & Power	Non-Member & Power
3m x 3m	<input type="checkbox"/> \$220	<input type="checkbox"/> \$240	<input type="checkbox"/> \$240	<input type="checkbox"/> \$260
3m x 3m (Shared x 2)	<input type="checkbox"/> \$120	<input type="checkbox"/> \$140	<input type="checkbox"/> \$135	<input type="checkbox"/> \$155
6m x 3m	<input type="checkbox"/> \$380	<input type="checkbox"/> \$400	<input type="checkbox"/> \$400	<input type="checkbox"/> \$420
Primary Producer	<input type="checkbox"/> \$100	<input type="checkbox"/> \$120		

(N.B. A primary producer is someone who produces raw / unprocessed foods that have not been value added. This would include vegetable, fruit and nut producers.)

For those requiring a trestle table, these can also be provided at an additional cost.

Trestle Type	Cost
1.8 metres	<input type="checkbox"/> \$20
2.4 metres	<input type="checkbox"/> \$24

Total Payment: \$.....

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Please specify any additional site requests including equipment power requirements:

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Please note that applications are processed and stalls allocated as payments are received. Event organisers will endeavour to meet the requirements of all exhibitors. However, the organisers reserve the right to make any alterations to the site layout and the positioning of the sites. Food vans or ‘fast food’ vendors will not be permitted to exhibit. Stand decoration and signage is the responsibility of the stall holder.

The marquees will be configured in 18 metre long blocks but unlike previous years, stall holders will have their own dedicated space, with marquee partitions between stalls. This will provide you with the opportunity to let your ‘creative juices’ flow when it comes time to decorating your stall. Stall holders are not permitted to bring their own marquees.

Event organisers are currently seeking clarification from Liquor Licensing on the sale of wines by the glass and bottle at the event. If you will require a Temporary Liquor License for the event, please wait until you have your stall confirmed so we can provide you with an application template, which will hopefully make the application process a smooth one.

Cheques should be made payable to: “Beechworth & District Chamber of Commerce” and returned with pages 3 & 4 of this document and any other relevant paperwork including product & public liability insurance to:

*Annalee Humphry
Harvest Celebration in Beechworth
2/21 Reid Street, Wangaratta 3677.
info@harvestcelebrationbeechworth.com.au*

All relevant paperwork must be included with this application.

Please tick the box below if you will require a Tax Invoice, which will be issued to you on the first day of the event. Yes, I will require a Tax Invoice.

I have read and agree to adhere to the Stall Holder Guidelines that form part of this application. I understand that the allocation of sites is at the discretion of the Harvest Celebration Committee and are not to be changed by stall holders on the day.

Signature:	
Name:	
Date:	

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STALL HOLDER GUIDELINES

(Please retain for your reference)

1. Stall Holders at The Harvest Celebration will only be accepted for the sale of genuine North East food and food related products, primary and value added produce, wine, beer and plant related products. Stall holders wishing to sell craft, bric-a-brac, antiques, art works, clothing etc will not be accepted.
2. Stall Holder preference will be given to businesses based in the following areas: Indigo, Alpine, Mansfield and Towong Shires plus the rural cities of Benalla and Wangaratta.
3. Products from outside the areas mentioned above will only be accepted if they are unavailable within the region, and are important to the overall balance and product offering of the event. This will be determined by the Harvest Celebration Committee.
4. The Committee will review all stall holder applications to ensure that there is an equitable balance of stall holders who wish to sell the same or similar products. The Committee will have final say over stall holders who are accepted.
5. All products must meet appropriate quality standards and any issues relating to quality will be decided by the Committee. The Committee's decision is final.
6. Stall holders may be required to authenticate the source of their products if requested.
7. Any stall holders who require access to power must ensure that all electrical leads have been tested and tagged and conform to industry regulations.
8. Any claims made that products are 'Organic' must be validated by fully approved and current certification, which needs to be openly displayed by the stall holder.
9. Each stall holder will be required to provide a copy of their certificate of currency for both product and public liability. Additional licences (Liquor licence for wine producers) and/or certifications (Organic) must be provided to the event organisers.
10. Where appropriate, each stall holder must have a current 'Temporary Food Premises Permit' issued by Indigo Shire Council. Copies of the 'Permit' must be lodged with the Committee prior to taking up a stall.
11. Stall holders are not permitted to bring dogs on site.
12. The Committee will not tolerate stall holders packing up and leaving the event before the advertised end of the day. Stall holders who indulge in this activity will be banned from future events.

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Page 6





HARVEST CELEBRATION

IN BEECHWORTH

13. Stall holders are required to remove all debris and rubbish from their site when they leave. Failure to do so will result in offending stall holders being banned.
14. Food vendors will be required to submit a list of the products they wish to sell and the Committee will have the right to veto any food items it deems inappropriate.
15. Additional tables may only be placed at the back of a site and must not encroach on the next site holder's area.
16. It is the responsibility of winemakers to display their Liquor Licence Extension on their stand.
17. As part of fundraising activities a raffle will be conducted with a selection of products from participating stalls. **We would greatly appreciate if a donation of one item from your stall could be made available for collection by one of our volunteers on the Saturday morning.**

Successful applicants will be informed of specific details relating to bump in / bump out, access, parking, site numbers, site security etc. upon confirmation of their application.

