



FESTIVALE
2027

**STALLHOLDER
INFORMATION
GUIDE**

STALLHOLDER INFORMATION



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IMPORTANT DATES

CLOSING DATE FOR APPLICATIONS

Monday 27 July 2026

NOTIFICATION TO SUCCESSFUL STALLHOLDERS

Friday 28 August 2026

SITE FEE DEPOSIT DUE

Friday 4 September 2026

TICKETS GO ON SALE

Tickets go on sale on Friday 2 October 2026

SITE FEE INSTALLMENT DATES

50% Due - Friday 6 November 2026

Balance owing - Friday 5 February 2027

COMPULSORY FESTIVALE STALLHOLDER BRIEFING

Wednesday 13 January 2027 - Launceston

Thursday 14 January 2027 - Hobart

FESTIVALE 2027

Friday 29 January 2027

Saturday 30 January 2027

Sunday 31 January 2027

STALLHOLDER INFORMATION

HOW TO APPLY

Read through this document before applying.

Log in to the application portal via the Festivale website. Or using this link [StallholderPortal](#)

You will need to reset your password if you are a returning stallholder or if you are a new stallholder you will need to register to create a new account.

HOW WE WILL DEAL WITH YOUR APPLICATION

Once your completed application has been received, it will be assessed against the Stallholder Criteria. Although your application may have addressed all criteria, you are not guaranteed a site at Festivale.

In view of the demand and limited number of sites available, we will choose applicants that exhibit excellence, diversity, innovation and commitment to the use of Tasmanian produce and who will work collaboratively with event organisers to ensure patrons enjoy Festivale and continue to return each year.

APPLICATIONS WILL CLOSE ON MONDAY 27 JULY 2026 AT 5PM.

Applicants will be notified if they have been successful no later than Friday 28 August 2026

All applications are given full consideration however, Festivale reserves the right to accept or reject any application.

Unsuccessful applicants will be placed on a waiting list and will be considered if sites become available.

If your application is successful, you will receive an invoice for a non-refundable deposit which must be paid by 4 September 2026 to confirm your acceptance.

CRITERIA FOR FOOD & BEVERAGE SITES

Festivale is a “tasting” experience... a variety of serving sizes is preferable. Menus should be easy to create and innovative and wines and beverages compliment Tasmania’s premium produce.

Festivale patrons expect to sample a range of dishes and beverages that reflect the use of local Tasmanian produce and showcase creativity, diversity and value.

Festivale requires all food sites to provide at least one taste or sample size option priced at \$10 or less.

STALLHOLDER INFORMATION

FOOD SITES

Applicants must ensure their menus showcase premium Tasmanian produce as the star of the dish. Freshly prepared and seasonal goods and produce are preferred. Where essential ingredients are not available in Tasmania, these ingredients can be supplemented, however the star ingredient of your menu must be Tasmanian.

Festivale aims to be a “tasting” experience for individuals and groups and therefore encourages stallholders to offer tasting options as an element of your menu to allow patrons to experience as many different dishes as possible.

We recommend 4 menu items per stall with the option of share platters for various size groups from a combination of your menu items.

All food vendors must have at least 1 item on their menu for \$10 or less.

PLEASE NOTE: processed frozen fast-food chips are not acceptable, however commercially produced hand cut Tasmanian potato chips accompanied by dipping sauces or other food items will be considered.

BEVERAGE SITES

All wines, boutique beers, spirits, ciders and other beverages (with the exception of coffee) must be grown and produced in Tasmania and sold by the producer. Festivale does not allow the sale of cleanskins or wholesalers or shop retailers to sell beverages at the event.

All successful wine stall applicants are required to enter the Festivale Wine Awards – this is a condition of your application.

Festivale requires wine sold by the glass to be reflective of the bottle sale price.

Only spirits produced in Tasmania are permitted to be sold or used in drinks at Festivale.

Hartz is a Festivale sponsor and is the official supplier of soft drinks, juices and water. If stallholders wish to sell soft drink, water or juices they must be purchased from Hartz.

APPLICATION ASSESSMENT CRITERIA

MENU CONTENT:

Innovative use of locally grown Tasmanian produce

Pricing and value

Taste plate (option of shared plate consisting of a combination of your menu items)

\$10 item

STALLHOLDER INFORMATION

STALL LAYOUT, CONCEPT AND DESIGN:

Quality of overall site design (imagery to be uploaded with application)

Visually appealing (imagery to be uploaded with application)

Use of lighting and signage

Environmentally friendly

Suitable space allowed for food preparation, service areas and adequate handwashing facilities.

Accessibility for all customers

Menu boards with easily interpreted menu items placed in easy-to-read area eg. Above counter height

COMPLETED APPLICATION:

The following details must be supplied in the application:

Photos and layout plans.

Full name and contact details.

Menus – Description, serving type, special features & price.

Site descriptions.

Electrical and gas requirements.

Food licence requirement acknowledged.

THE FOLLOWING CRITERIA WILL BE USED BY THE FOOD AND BEVERIDGE COMMITTEE TO ASSESS STALLHOLDER APPLICATIONS.

SITE CRITERIA	POINTS
Menu Content	40
Concept & Presentation	30
Site Layout & Design	20
Completed Application	10
TOTAL	100

STALLHOLDER INFORMATION

ESSENTIAL INFORMATION

FESTIVALE 2027 HOURS OF OPERATION
FOR THE PUBLIC ARE:

FRIDAY 29 JANUARY 4:00pm - 11:00pm

SATURDAY 30 JANUARY 11:00am - 11:00pm

SUNDAY 31 JANUARY 11:00am - 4:00pm

COUNCIL REQUIREMENTS FOR STALLHOLDERS

All food and or beverage operators are required to have either a state-wide food business approval from their local council (if the food you are selling at Festivale was part of your existing approval) OR a Temporary Food Business permit. If your application is accepted, you will be required to contact Environmental health at City of Launceston to register for a Food Business Registration if you do not already have one. For further assistance please contact an environmental health officer at City of Launceston.

MENTORS AND SUPPORT

If you are a new stallholder to Festivale, we can put you in touch with an experienced stallholder who may be able to assist you with any queries. Please contact the Festivale Office for further details.

INSURANCE

As part of your application please provide Festivale with a Certificate of Currency from your insurer detailing your insurance cover for the Festivale period. Workers' compensation and minimum \$10m public liability insurances are compulsory. It is also strongly recommended you include contents and damage insurance.

SECURITY

Security will be on site from Wednesday 27 January 2027 from 9am until Monday 1 February 2027 at 9am. It is important to ensure all property and equipment is secured against theft. Festivale accepts no responsibility for damage or theft.

STALLHOLDER INFORMATION



GAS

All gas must be supplied by our contracted gas supplier. You cannot bring your own gas bottles into the park – any stallholder found doing so will be required to remove them immediately from the site, with the exception of 45kg gas bottles that are already fixed to vans.

Gas bottles will be supplied and are 8.5kg, 15kg and 45kg in capacity. No other cylinders will be allowed on site.

If you use any gas equipment or fittings these must be inspected for standard compliance by a licensed gas fitter prior to installation on site in accordance with Australian Standard AS/NZS 1596:2008. You must be able to provide evidence of the inspection if required by Festivale.

If you require gas but do not order enough gas prior to the event a call out fee will be charged as an additional fee by our gas supplier.

ELECTRICAL REQUIREMENTS

All electrical cords and appliances (including new items) must be tested and tagged and have an expiry date after the conclusion of Festivale.

Power supply at the event is limited therefore it is imperative that you calculate your power requirements accurately in your application form.

The maximum loading must not exceed 3.6 kilowatts per 15-amp power outlet. If you are found to have any equipment that has caused tripping of the power supply, you will be charged a service fee for re-connection.

PLEASE NOTE: **1 power outlet** is included in your site fee. Additional power outlets must be ordered on your application and are **subject to availability**.

RESPONSIBLE SERVING OF ALCOHOL

It is a requirement by Festivale that ALL staff serving alcohol at the event have undertaken an approved Responsible Serving of Alcohol Course. Staff working at the event serving alcohol must supply a copy of their RSA accreditation and this be uploaded to the Stallholder portal by Wednesday 27th January 2027.

The accreditation requirements are as noted below:

An "approved course" means a course of instruction or training in the service of liquor, approved by the Commissioner. The Commissioner has determined that he will recognise: RSA courses from any

STALLHOLDER INFORMATION

Australian jurisdiction (including Tasmania) that deliver the Australian Skills Quality (ASQA) accredited national competency: SITHFAB021;

- All previous versions (SITHFAB002, SITHFAB201, SITHFAB009A, THHBFB09A and THHBFB09B); and
- Any future versions (subject to Liquor and Gaming Branch review);
- RSA certification from any other Australian regulator; and
- RSA certification issued by an Australian entity prior to the commencement of the national competency framework (ie. prior to 1998).

WARNING : The following website does NOT deliver an RSA course that is approved in Tasmania: <https://rsaonlinenow.com.au/>

If you have undertaken an RSA course with this organisation, you will NOT be able to use that certification to work in Tasmania and will be required to complete an accredited course.

CESSATION OF ALCOHOL SALES

Stallholders selling alcohol must cease **bottle** sales at 9.30pm on Friday and Saturday evening and 3.45pm on Sunday.

All sales must cease at 10.45pm on Friday and Saturday evening and 3.45pm on Sunday.

BOTTLE SALES - TAKEAWAY

Takeaway bottle sales are not permitted on Friday night.

Takeaway bottle sales cease and must be removed from the park by 5:00pm Saturday.

Takeaway bottle sales are permitted on Sunday, and sales must be completed by 3.45pm.

All stallholders are reminded that the liquor permit is issued to a member of the Festivale Committee who is authorised to direct and control liquor sales at any site at any time and to ensure the Liquor Act and conditions of the permit are complied with. The Commissioner vests this authority in the permit holder for good reason. The permit holder is in the best position to be aware of any issues that could affect the overall conduct of the event. Tasmania Police and Liquor and Gaming can direct that the sale of liquor cease or change at any time during the period of the liquor permit.

COMPOSTABLE PACKAGING

All stallholders at Festivale must use compostable packaging. This includes but is not limited to all plates, bowls, cutlery, serviettes, ice-cream cups and drinking cups/glasses.

By submitting an application, you agree to serve all food and beverages in certified compostable packaging.

Festivale reusable wine glasses will be available for patrons to purchase from the information booth and from beverage stalls and these must be used for sale of all wines (including sparkling). It is a condition of entry that you agree to this policy. Non-compliance may result in the closure of your site and or removal of the products from your site

STALLHOLDER INFORMATION

CHOOSING THE RIGHT SITE

SITE AND SIZE OF SITE

The actual dimensions of your site are important for the set-up of the event and may impact on the infrastructure and park layout.

Your information must be accurately depicted in your site diagram and include all intended areas to be used including cooking areas, wash up stations, storage facilities, cold rooms, preparation areas, doors and tow bars (if using a van or caravan) as the entire measurement. Your diagram must also include the location of your access doorway if using a van of any description.

All sites must have hand washing facilities and these must be located within the confines of your site and are not to be removed/moved for the duration of the event.

Any additional areas utilised, or infrastructure found on site will not be permitted.

3m x 3m Sites for food stalls will only be approved for vendors who have minimal food prep and cooking on site (ie. Ice cream stall). Stalls who have significant on-site cooking and or on-site prep will be required to select either a 6m x 3m, 3m x 6m or 6m x 6m site.

LOCATION OF SITES

Festive will allocate sites taking into account the following:

Electrical requirements

Diversity of products in areas

Size of site requested

Pedestrian traffic flow

Health and Safety

Park layout

Stallholders with significant infrastructure such as ovens and trailers must include these details in the application.



STALLHOLDER INFORMATION

ACCESSIBILITY

The Committee is dedicated to making Festivale an accessible environment for all and will be reviewing all sites according to the Australian Standards. We strongly encourage all exhibitors to adhere to these standards in the development of their individual site e.g. lowered serving counter/bench heights/menus in large font/well-lit stalls etc.

SITE SHARING & CO-BRANDING.

If you request to collaborate with another stallholder, you must request either a 6m x 3m or a 6m x 6m site.

Co-branding Site: This option applies to a maximum of two (2) businesses. You cannot share a stall with a like for like business i.e. two wine businesses sharing or two food businesses sharing.

Site Sharing: A maximum of three (3) businesses of any type can share a site under one common name. The stall will be promoted as a collective and will operate/trade under one common name.

For Site sharing or Co-branding sites, only one business will be invoiced the full site fee. The business that completes the primary contact details in the application will be invoiced and will be required to pay the site fee in full to Festivale. Each business and their menu will be assessed to ensure that all criteria are met.

FEES

GAS: \$248 (INC GST)

One off cost includes all gas required for the event. Available in 8.5kg, 15kg and 45kg bottles.

POWER: \$205 (INC GST)

Your site fee includes one (1) 15 amp outlet.

Additional power outlets may be purchased subject to availability. The power fee includes access to our on-call electrician over the three days for any power issues. (not testing and tagging) this must be completed prior to your arrival on site.

ADDITIONAL BACK OF HOUSE SPACE – \$375 (INC GST)

Additional space can be requested in your application for equipment such as fridges, freezers, tables and prep area for vans. This is an additional cost as these will be required to sit under a marquee and are subject to availability. If you do not select this option, you will not be permitted to have any equipment outside of your van.

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BRINGING YOUR OWN COOLER TRAILER - \$300 (INC GST) SUBJECT TO AVAILABLE SPACE

STALLHOLDER PASSES

All stallholders and staff must hold a stallholder pass to gain entry to the park. If you or your staff arrive at the gate without entry passes, you will be required to purchase a pass online in order to access the park. Stallholder passes can be purchased at a reduced rate of \$15 each plus booking fee. Under no circumstances are Stallholder passes to be issued to customers/guests, as these passes give access to the site prior to public opening time which may pose a security risk. All sites have 2 x 3-day passes included in their site fees.

SITE SIZES/ TYPES & COSTS

SITE SIZES	FOOD	BEVERAGE	FOOD & BEVERAGE	COFFEE OR ICECREAM ONLY
3m x 3m	\$1,620	\$3,240	\$3,025	\$650.00
3m x 6m	\$2,050	\$4,100	\$3,885	
6m x 3m	\$2,595	\$4,750	\$4,540	
6m x 6m	\$3,140	\$5,725	\$4,640	
Vans/Trailers	\$4,000	\$4,000	\$4,000	\$650.00
Container	\$4,200	\$4,200	\$4,200	

Your site fee includes one vehicle pass (bump in/out only), two 3-day staff entry passes, one power outlet, and a marquee (for non-van sites). Fees are based on the site area required, not the size of your marquee or van.

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SITE FEE PAYMENTS AND CANCELLATION POLICY

A non-refundable site fee deposit of \$500 is required, payable by 4 September 2026 to secure your place.

If the deposit is not received by this date, the Festivale Committee reserves the right to offer the site to a waitlisted stallholder.

A minimum of 50% of the total site fees must be paid by 6 November 2026. Failure to do so may result in removal from the promotional schedule and/or withdrawal of your stallholder offer, with the site being reassigned to a waitlisted applicant.

The remaining balance is due by 5 **February 2027**.

Cancellations or withdrawals after **23 October 2026** will incur full site fees.

ADDITIONAL INFORMATION

SAFETY STANDARDS

Festivale is constantly reviewing safety standards.

If you are selected as a stallholder, you will be required to complete and submit a risk management plan to operate at Festivale. Stallholders will be required to adhere to all our safety procedures.

PLEASE NOTE: We are governed by Workplace Standards and during bump in and bump out you will be required to wear a safety vest and closed footwear i.e. thongs, sandals and open toed shoes are not permitted on site. Please note that you will be required to provide your own safety vests.

FESTIVALE IS A SMOKE FREE EVENT

Festivale aims to protect all patrons, stallholders, and employees from exposure to Environmental Tobacco Smoke (ETS). Launceston City Park is a smoke free venue and will continue to be so for the duration of the event with the exception of a designated smoking area at the top end of the park near the cannon. This area is isolated away from stalls to ensure the health and safety of our stallholders and patrons.

STALLHOLDER INFORMATION



FESTIVALE CONTACTS

EVENT MANAGER - Hayley Young – Katrine Elliott (Maternity leave Role)

PHONE 6334 9990

MOBILE 0418 819 696

EMAIL eventmanager@festivale.com.au

CHAIR FOOD & BEVERAGE SUB COMMITTEE - Ros Rees

MOBILE 0457 737 791

EMAIL Fbchairman@festivale.com.au

CHAIRMAN, FESTIVALE - David Dunn

MOBILE 0467 344 520

EMAIL chairman@festivale.com.au

FAQ'S

WHO ORGANISES FESTIVALE?

Festivale is run by a dedicated volunteer Committee and employs an Event Manager to assist in the year-round planning and management of Festivale. A Site Manager is also engaged on a casual basis to assist with the final stages of planning and running the event and event officer in the lead up to the event. Each volunteer Committee member brings experience and expertise to the event in areas such as entertainment, food and beverages, logistics, finance and marketing. To read more about our team visit our website. www.festivale.com.au

WHERE IS FESTIVALE HELD?

Festivale is held in Launceston's City Park, located at 45-55 Tamar Street Launceston

HOW MANY STALLHOLDERS AND PATRONS ATTEND FESTIVALE?

Festivale attracts around 30,000 patrons over the three-day event.

Around 70 stallholders attend Festivale showcasing the best of Tasmania's fine food, produce and beverages.

CAN I CHANGE MY MENU AFTER SUBMISSION?

Menu changes can be done after you have submitted your application and before successful stallholders have been notified. Simply contact our office to ask for your application to be unlocked.

If you would like to change your menu after you have been notified that you are a successful stallholder you will need to put this in writing to our office for consideration.

IS THE EVENT CASHLESS?

No Festivale is not a cashless event.

