

## **1. INTRODUCTION**

Heyfield Traders & Tourism Association will conduct the 3rd Great Victorian Camp Oven Festival at the end of October 2009.

The inaugural festival was held in Heyfield in 2007 and was deemed as a resounding success despite the inclement weather conditions. The second Camp Oven Festival was held in 2008 and attracted around 2000 people who enjoyed the camp oven cooking competitions, country music and camping market.

Our aim for the 2009 Great Victorian Camp Oven Festival is to grow the event further and to introduce food and wine tastings to compliment the demonstrations and camp ovens cooking competitions

## **2 THE OPPORTUNITY**

Are you a food and wine producers with a focus on quality produce or a camping related providers with quality equipment? Then the Great Victorian Camp Oven Festival is for you.

The event offers the opportunity to display and sell your produce and to market to potential patrons. With an estimated 3000 attendees, a marketing campaign to enhance your exposure and a festival that is gaining a strong position in the tourism sector.

Our objective is to continue to provide a range of camp oven cooking competitions, on site camping for those who bring along their own accommodation, quality food and wine demonstrations and tastings for all to enjoy, a Ute muster, country music entertainment and fun activities for adults and children.

## **3 EVENT DETAILS**

Date:	Saturday October 31 <sup>st</sup> , 2009
Location:	Gordon Street, Reserve, Heyfield Victoria
Time:	10am to 8pm
Sites:	Indoor and outdoor sites available
Marquees:	Can be supplied or bring your own
Attendees:	Visitor numbers between 2000-3000 people
Entry Fee	\$10.00 per adult, children free

## **4 MARKETING CAMPAIGN**

The advertising campaign encompasses a number of media types and includes promotion of the festival at the Caravan and Camping Leisurefest at Sandown Racecourse in October each year. In addition, the festival will be promoted through a number of Gippsland regional newspapers, visitor information centers throughout Victoria and along the east coast, caravan, motorhome and 4wd clubs, tourism websites, regional food and wine providers and throughout Gippsland via Television and radio.

## 5 EXHIBITOR CRITERIA

The Great Victorian Camp Oven Festival is a celebration of outdoor holiday lifestyle and is complemented by the provision of food and wine. The event enables producers from Gippsland to showcase their products to the target market and visitors to the area. Selection of exhibitors is at the discretion of the festival committee. The following criteria will need to be met:

- Site presentation must reflect standard of the event
- All products for sale must be listed on the application form
- Participants must be a registered business or community organisation
- Sampling is encouraged to the general public
- A notification of intention to sell food must be completed by all exhibitors handling food and beverages.

## 6 SITE CATEGORIES & PACKAGES

To be an exhibitor at the Great Victorian Camp Oven Festival, complete the attached application form, together with your site payment and preference. Sites are allocated in order the applications are received and preference is given to exhibitors who make early payment.

A 20% discount will be given to exhibitors who return the application form along with the fee by September 15, 2009

Package	Size	Exhibitor passes	Cost
Outdoor site (no marquee)	4 X 4m	2	\$100.00
Outdoor site (no marquee)	4 X 8m	2	\$180.00
Outdoor site with marquee	3 X 3m	2	\$200.00
Outdoor site with marquee	3 X 6m	2	\$330.00
Indoor site	3 X 3m	2	\$130.00
Indoor site	3 X 6m	2	\$200.00

Please note: indoor sites are limited to food and beverage producers who can provide tastings to the public. Other applicants requiring an indoor site will be at the discretion of the festival committee.

Registered Community Groups will not be charged for an outdoor site. A fee will apply for an indoor site. This will be at the discretion of the festival committee.

## 7 Exhibitor Passes

Additional exhibitor passes are available for \$5 each. These must be purchased prior to the event. Car parking is free.

## **8 Exhibitor Hours**

The opening hours of the Camp Oven Festival will be between 10am to 8pm. Exhibitors are required to be set up by 10am and must stay until 5pm unless authorization is given by the festival coordinator. Access to the site will be available from 8am.

## **9 Food and Safety Permits**

All exhibitors selling food, beverages and providing food samples and wine tastings must include the following with their application form.

- a copy of the food safety program from your local council
- completed notification of intention to sell food form (attached)
- copy of your current Food Act Victorian Food Registration Certificate

It is the responsibility of each exhibitor to comply with all food handling guidelines.

## **10 Liquor Sales**

Exhibitors selling liquor must obtain a liquor license from Liquor Licensing Victoria. Application details can be found on their website [www.liquor.vic.gov.au](http://www.liquor.vic.gov.au)

## **11 Electricity**

Power can be supplied at a fee of \$30.00 per exhibitor. Power will be limited to one point per site. Please indicate in the application if power is required. Exhibitors must provide their own leads that have been tagged by a qualified electrician within the past 6 months.

## **12 Raffles**

Exhibitors may not conduct paid raffles without the written permission of the festival committee.

# Heyfield Traders & Tourism Association Inc.

Registered No A0016117G  
ABN: 68 753 627 527  
PO BOX 89, HEYFIELD VIC. 3858

## The Great Victorian Camp Oven Festival

### Exhibitor Application Form

Saturday 31<sup>st</sup> October 2009

#### Outdoor Site Requirements

*Please tick*

1 site -	4m X 4m	\$100.00	<input type="checkbox"/>
2 sites -	4m x 8m	\$180.00	<input type="checkbox"/>
With marquee	3m x 3m	\$200.00	<input type="checkbox"/>

#### Indoor Site Requirements

*Please tick*

1 site -	3m X 3m	\$130.00	<input type="checkbox"/>
2 sites -	3m x 6m	\$200.00	<input type="checkbox"/>

#### Power Requirements

A limited number of powered sites will be available with a surcharge of \$30 per exhibitor

*Please indicate if power required*

Yes

No

#### Community Group/Non Commercial Outdoor Site

*Please tick*

1 site -	3m x 3m	\$25	<input type="checkbox"/>
2 sites -	3m x 6m	\$40	<input type="checkbox"/>

#### Passes

Only 2 entry passes will be issued to each site.  
Extra passes \$5 each

Number of passes required

\$.....

#### Public Liability Insurance

Yes

No

(Proof required)

**Total Amount Payable \$.....**

# Heyfield Traders & Tourism Association Inc.

Registered No A0016117G  
ABN: 68 753 627 527  
PO BOX 89, HEYFIELD VIC. 3858

## The Great Victorian Camp Oven Festival

### Exhibitor Application Form

Saturday 31<sup>st</sup> October 2009

**Please provide your contact details below.**

Name:		Position Title:	
Company:			
Address:		State:	Postcode:
Phone:		Fax:	
Email:			
Declaration	I/we wish to participate in the Great Victorian Camp Oven Festival and agree to be bounded by the conditions enclosed and to pay the total cost as set out above		
Signed:			

### Product description (25 words or less)

.....

.....

.....

.....

### Other requirements to be included

- Notification of intention to sell food
- Copy of Food Safety plan from local Council
- Food Act food registration certificate
- Public Liability Insurance certificate

**Please return this page by 30 September, 2009 to obtain 20% discount to:**

**Lee Clarke**

**Heyfield Traders & Tourism Association Inc**

**PO Box 89**

**HEYFIELD VIC 3858**

**Phone: 03 5148 2309**