

Sunday April 13th
The Parade, Norwood
Free Entry

NORWOOD FOOD & WINE FESTIVAL

EXTERNAL TRADERS
SITE PROSPECTUS





NORWOOD FOOD & WINE FESTIVAL

AFL Gather Round returns to Adelaide in April 2025, including Norwood Food & Wine Festival (NF&WF) on The Parade coinciding with the Sunday afternoon blockbuster between GWS Giants and St Kilda at Norwood Oval.

Building on the popularity of 2024, NF&WF will showcase some of South Australia's finest offerings in a dynamic, lively, and colourful manner appealing to a broad audience. The festival will feature curated pop-up food and beverage options from renowned local and SA-based businesses to compliment The Parade businesses activations all enhanced by a full entertainment program.

Amenities for patrons such as general seating and toilets, as well as security staff and infrastructure like stages and fencing will be organised by event management.

To complement the existing Parade traders within the Festival Precinct we are seeking premium South Australian businesses to be part of this exciting event!

The task is to curate an event that showcases diverse and premium representation from across South Australia, featuring innovative and visually appealing activations. Site availability is limited.

The NF&WF presents a valuable opportunity for bars, restaurants, and beverage producers to leverage this popular event to highlight their unique hospitality within this premier dining precinct.

TRADER APPLICATION – KEY DATES AND DEADLINES

- Applications close; **5pm, Friday 21 February 2025**
- Notified of the status of your application; by close of business **Wednesday 5 March 2025**
- Site fees to be paid by; **5pm Friday 28 March 2025**
- Compulsory Onsite Individual Trader Briefing at an agreed time on;
either **Monday 31 March, Tuesday 1 or Wednesday 2 April 2025**
- Final invoices for power, ice and lighting (if applicable) to be paid prior to the event.
- **Norwood Food & Wine Festival 11am–8pm, Sunday 13 April 2025**

MARKETING AND PROMOTION

As a NF&WF Trader, you will benefit from an overarching marketing and communications program, aimed at creating awareness of, and driving attendance to the festival, including an extensive public relations and comprehensive social media campaign.

PROJECTED ATTENDANCE

In 2024, NF&WF reached 70,000 patrons across the event, with 40,000 on site at any one time.

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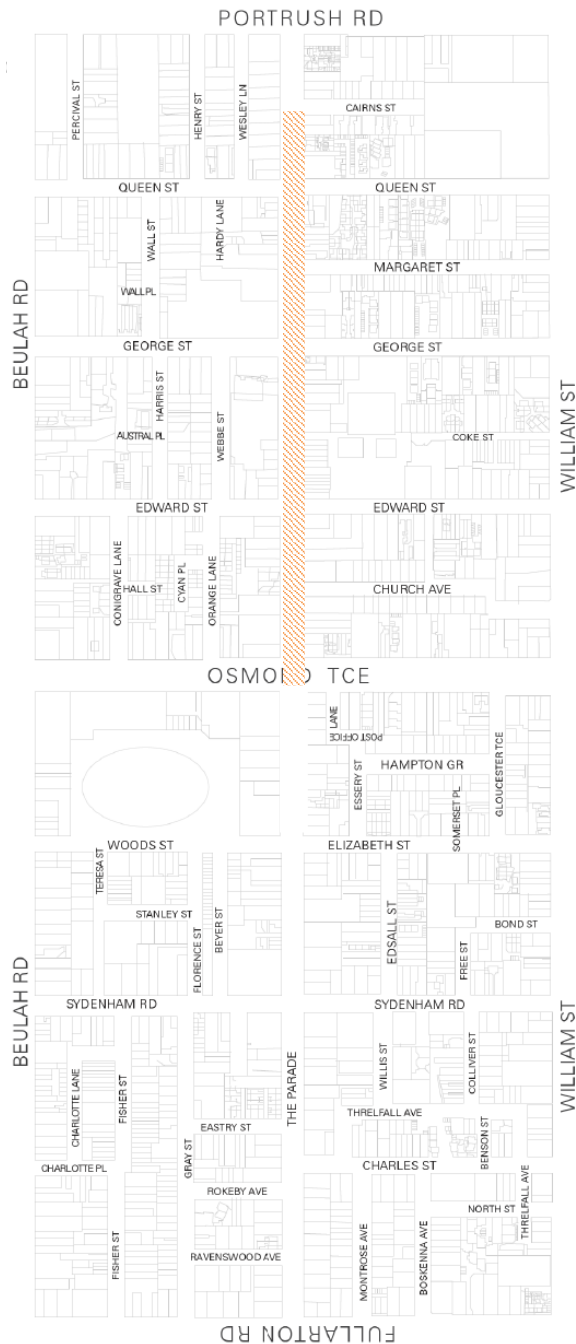


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2025 NF&WF LOCATION & EVENT PRECINCT

The NF&WF Festival Precinct runs along The Parade from Osmond Terrace to Cairns Street.

In addition to the NF&WF the AFL will manage an activation on the lawns outside the Norwood Oval.



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INFORMATION FOR INTERESTED SOUTH AUSTRALIAN FOOD & BEVERAGE BUSINESSES

We are seeking a range of high-quality businesses to showcase SA produced food and beverage as additional NF&WF Traders, to be positioned amongst the vibrant brick-and-mortar businesses along The Parade. Sites are strictly limited, and we urge you to apply before the 21 February deadline.

To assist with your evaluation to participate here are some important factors to consider:

Site Inclusions

- 6m x 3m or 3m x 3m structure with a light and option for additional cooking space
- Service counter
- Trader business name sign
- Event branded menu board

Site Setup & Trader Requirements

- All POS systems, refrigeration and cooking equipment is to be provided by the Trader.
- If power is required, this can be provided by the festival supplier at an additional cost to the Trader.
- Ice can be pre-ordered at an additional cost to the Trader.
- The festival requires all Traders to use compostable service ware.

Hire Equipment

Should your application be successful, event management is working with a select number of equipment hire companies which will be provided to you in the Trader Handbook. It is recommended traders use the suppliers to hire any additional infrastructure to assist with a more efficient set up and removal.

Please consider the following in your application.

Food Service

- Menus should reflect the NF&WF selection criteria showcasing premium SA produce.
- Whilst it is not required for traders to submit a full menu, traders who can demonstrate the use of SA local and regional produce in their menu will be more highly regarded in the application process.
- Please consider broad dietary suitability.
- We're aiming to curate a food offering that includes a selection of cuisine styles and types across all traders.
- Traders are not permitted to offer free food tastings.

Beverage Service

- The festival ethos is to present a broad range of beverage options to patrons.
- The festival encourages SA beverages to be showcased in your menu.
- Traders selling both non-alcoholic and alcoholic beverage will be considered, and we encourage your drink menu to include both.
- All Traders selling alcohol will be required to have free water available for patrons.
- Traders are not permitted to offer free beverage tastings.
- Retail sales of liquor for off premise consumption can only be done by order for delivery at a later date.

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Liquor Licencing

The event is applying for a Short-Term Liquor Licence from 11am to 8pm, Sunday 13 April 2025, which will encompass the entire NF&WF Festival Precinct.

If you intend to sell alcohol as a Trader at the NF&WF, you must nominate to be included in the NF&WF liquor licence and complete the liquor licence section of the application.

If your business is not included in the festival's Liquor Licence, you will not be permitted to sell alcohol to festival patrons. Businesses with an existing liquor licence are requested to include details of their licence on the application form and provide the name of at least two Responsible Persons (RP) who will be required to be present at the event.

The licencing conditions will be provided to all Traders included in the festival's Short Term Liquor Licence once they are confirmed. These conditions will include how alcoholic beverages can be sold and served to patrons.

Insights for your involvement

- Only install essential infrastructure and have sufficient staffing to accommodate efficient service.
- Consider managing queues, easily viewed menu boards and space for waiting patrons to avoid congestion.
- Ensure fast turnover quality meals utilising local SA produce and beverage options.
- Ensure your back of house is maintained neatly and clean to ensure premium event presentation.
- Where possible, continue to utilise dining area within your premises.

Site Fee Summary

3m x 3m site, structure with light, service counter, fascia sign	\$500
6m x 3m site, structure with light, service counter, fascia sign	\$1,000
2.5m x 2.5m fenced cooking area (adjacent structure)	\$150
NF&WF Short Term Liquor Licence fee	\$140
All additional costs including power and infrastructure	per requirements



[SUBMIT YOUR TRADER APPLICATION HERE](#)

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Trader Event Terms and Conditions

In accepting a site at the Norwood Food and Wine Festival (“**NF&WF**”), you agree to abide by the event terms and conditions as outlined below:

- Site fee invoice to be paid by Friday 28 March 2025. Failure to pay invoices will result in withdrawal from the event. A second invoice will be issued for payment pre-event for power and ice (if applicable).
- Traders must hold public liability insurance of \$20million. Failure to provide a certificate of insurance will result in withdrawal from the event.
- Traders must provide a Food Business Notification (FBN). Failure to provide an FBN will result in withdrawal from the event.
- Any cancellations made prior to Friday 28 March 2025 will be entitled to a full refund.
- Any cancellations made after Friday 28 March 2025 will not be entitled to a refund.
- Traders must present their site to a high standard and be ready to trade by 10:45am on Sunday 13 April, and must not pack down before 8pm. Event times are 11am – 8pm.
- Traders must strictly adhere to the bump in / out times, any directions and processes as communicated by Event Management.
- Traders must strictly adhere to the requirements of the Food Act 2001, Food Safety Standards and Safe Operating Procedures provided by Event Management.
- If nominated to be included in the NF&WF Short Term Liquor Licence, traders must strictly adhere to the licence conditions specified on the liquor licence. These will be communicated as soon as the licence has been issued by the Office of Liquor and Gaming. Failure to do so will result in withdrawal from the event.
- Traders who have not nominated to be included in the NF&WF Short Term Liquor Licence will not be permitted to sell alcohol at the event.
- If nominated to be included in the NF&WF Short Term Liquor Licence, Traders must ensure that a nominated Responsible Person is on duty for the duration of the event; and all staff serving liquor have received Responsible Service of Alcohol (RSA) training from a certified provider.
- All food and beverage are to be served in compostable containers and drinkware unless patrons are seated in a defined dining area (ie. restaurant / café) unless otherwise specified on the liquor licence.
- Traders must ensure that any electrical appliances, equipment and cabling brought onto event site or in use is tested and tagged and maintained in accordance with relevant Australian Standards and work health and safety legislative requirements.
- Traders must not permit, cause or contribute to damage of the road in using their allocated space. Any damage caused as described will be rectified and repaired at the cost of the Trader.
- Traders must not permit, cause or contribute to damage of any hire equipment provided by the event. Any damage caused as described will be rectified and repaired at the cost of the Trader.
- Traders must contain their activities to their allocated space unless otherwise agreed by Event Management.
- Any Trader equipment (with prior approval to be used) remaining after the pack down period, that is not removed from the road, may be removed by Event Management and all reasonable costs incurred arising from the removal will be recoverable from the Trader.
- The Trader must keep their allocated space clean and tidy during the event and return the space to Event Management in a clean state and condition, free from rubbish.
- Any entertainment arranged by Traders must be approved by Event Management.
- Event Management reserves the right to immediately terminate use of a site where the Trader is in breach of these Terms and Conditions or otherwise engages in conduct that is a nuisance or dangerous to patrons.
- Traders must refer to and comply with the Marketing Kit for Traders which outlines the restrictions on advertising and promoting the NF&WF.
- The South Australian Tourism Commission (“**SATC**”), and Event Managers Australia (“**EMA**”) will not be responsible for acts, omissions or defaults of the Trader, Trader personnel, directors, officers and sub-licensees and anyone acting on behalf of or at any of the Trader’s direction (“**Indemnifying Party**”) nor, to the extent permitted by law, will any of SATC be liable for any claim, loss, damage, cost or expense (whether arising under statute, from negligence, personal injury, death, property damage or infringement of third party rights or otherwise) arising from any act, matter or thing done, or permitted or omitted to be done, by the Indemnifying Party pursuant to, in default of or in connection with these terms and conditions or otherwise in connection with the NF&WF event.

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For more information please contact:
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