

Stallholder Information



Baristas.Brews.Blends

You are invited to apply to be a part of South Australia's only dedicated coffee event held 9am to 4pm on Sunday 4 May 2025 at the Soldiers Memorial Gardens in Unley, South Australia

Celebrating Australia's most consumed beverage, *Double Shot! Coffee Fiesta* launched in 2014 with standout success, enjoying exponential growth in subsequent years to attract a dedicated crowd of over 10,000 people.

Double Shot! is making a triumphant return in 2025 as part of the Tasting Australia program, bringing an expanded audience of coffee lovers and enthusiasts to Unley for a day of caffeine, creativity and culture.

Previously awarded Best New Event in South Australia and winning Silver and Bronze at the South Australian Tourism Awards, this event brings together a full program of entertainment, culinary delights, family-friendly activities and of course – good coffee! Featuring nationally recognised brands alongside Unley's famous café culture, *Double Shot!* will offer its partners the opportunity to be front and centre with an audience that spans from local residents to the far reaches of greater Adelaide.

Don't miss this opportunity to showcase your business to the specialty coffee industry and coffee lovers from far and wide!

What do you receive as a stallholder?

- > White marquee, professionally installed and weighted
- > Stall sign including your business name and logo
- > 1 x 20AMP and 2 x 10AMP power connections (additional outlets available for a fee)
- > Access to mains water supply
- > 3 bin compostable/recyclable waste management services (front and back of house)
- > Free dairy and alternative milks supplied by event sponsors
- > Hireable extras such as trestles and chairs
- > Comprehensive Stallholder Information Pack to make your experience at *Double Shot! Coffee Fiesta* as beneficial and enjoyable as possible
- > Access to our event team who can provide advice on how to best set up your stall and promote your brand
- > Social media promotion on the *Double Shot! Coffee Fiesta* Facebook and Instagram pages
- > The benefits of our event promotion and additional media and advertising opportunities in the lead up to the event
- > Friendly, helpful guidance and support.



Marketing & Promotion



We will be implementing a comprehensive and strategic communications and marketing strategy which will include social media (Facebook and Instagram), online and print advertising to create awareness and boost attendance at the event.

Event promotion will include the following:

- > Extensive social media campaign across Facebook and Instagram
- > Comprehensive advertising and editorial campaign across national media outlets
- > Distribution of 12,000 DL flyers and posters throughout metro Adelaide
- > High visibility signage installed throughout the City of Unley (over street banners and signage throughout high traffic areas around Unley)
- > Engaging campaign throughout Adelaide's leading cafés using branded event coffee cups
- > Press and photo opportunities featuring stallholders will be coordinated with online and print media outlets in the lead up to the event
- > Editorial features in the Unley Life magazine.

Our Audience

The *Double Shot! Coffee Fiesta* attracts a broad audience including industry professionals, coffee lovers, young families and empty nesters. Market research showed that the average spend per head at the event was \$40/head, with most people staying between 2–3 hours.

10,000+ Event Patrons



1/3

City of Unley residents



2/3

Greater Adelaide population

> Majority aged between 24 and 44 years

> Marginally more female than male

> Average adult patron stayed 2-3 hours and spent an average of \$40

> 97% of attendees said they will return.



Target Audience

City of Unley population with a socio economic profile indicating:

- > An affluent community with above average disposable income
- > Low unemployment
- > Highly educated
- > Abundance of young families.

Greater Adelaide population:

- > Coffee lovers of all ages
- > Coffee industry suppliers, baristas and professionals
- > Families looking for a great day out.

Things you need to know

Stalls and Infrastructure

- » A discounted stall fee will be offered to all City of Unley businesses or participants that partner with a local trader. For example, a roasting company could partner with a local café that they supply and operate a co-branded stall.
- » Your stall fee includes the provision and installation of a marquee by a contractor engaged by the City of Unley. No stallholder is allowed to provide their own marquee structure.
- » Your stall fee includes provision of a standard corflute sign with your business name and logo; or you may choose to provide your own signage instead.
- » Furniture such as chairs and trestles can be ordered through the event supplier as per the fees indicated on the booking form.
- » There is strictly no pegging allowed on the reserve and all freestanding equipment must be correctly weighted according to applicable Australian Standards.
- » All LPG gas bottles provided by the stallholder must bear the applicable Australian Standards approved badge.
- » All food and/or drink vendors must provide an appropriately rated fire extinguisher that is fully charged with a current and stamped service tag.

Power and Water

- » Access to mains water will be provided for all stallholders at a central point in the park. Stallholders will be required to bring suitable containers to transport the water from the central supply to their stall.
- » Each standard site includes 1 x 20 AMP and 2 x 10 AMP power connections. Additional power points can be purchased as per the fees indicated on the booking form.
- » All electrical equipment provided by the stallholder must be tested and tagged within six months of the date of the event. If the event electrician is required to test and tag your equipment on the day of the event you will be charged for this service.
- » It is the responsibility of the stallholder to provide all necessary extension leads.

Stall Confirmation and Selection Criteria

Due to the capacity of the Soldiers Memorial Gardens there are a limited number of sites available. All booking forms must be returned to the City of Unley prior to 5pm Friday 4 April 2025. Successful applicants will be notified shortly after submitting their application.

We are looking to curate a diverse range of stalls including cafés, roasters, industry suppliers, gourmet food and any interesting coffee-related products! Stall selection will be based on creating the right mix at the event and preference will be given to applicants who demonstrate an element of creativity with their offering and a professional approach to presenting their stall. We encourage you to think about interactive and educational experiences that you can provide to engage with visitors.

Positioning within the event site will be guided by receipt of this application form on a first come-first served basis.

Things you need to know



Free Coffee Tasting

In addition to your standard size range, all vendors selling coffee will need to offer a FREE 'tasting' size (4 oz). Compostable taster cups will be supplied to all vendors free of charge by our event packaging sponsor, Hilltop Hospitality Supplies.

8 oz compostable cups and lids will be provided free for serving coffees/hot drinks at the event. Stallholders may access these free prior to the event to promote your involvement with the fiesta.



Milk

All stallholders will be provided with full cream, low fat, lactose free dairy milk—and alternative milk including almond, soy, oat and coconut—free of charge by our event milk sponsors. It is a condition of your participation in the event that you exclusively use the sponsor product provided to you.

Our milk sponsors:



Waste Management

The *Double Shot! Coffee Fiesta* is a zero waste event with a three bin waste management system. All food and beverage products **MUST** be served in fully compostable/recyclable containers; we encourage you to support our event packaging sponsor (Hilltop Hospitality Supplies) by utilising their products on the day. Stallholders are also encouraged to offer a discount to event patrons who present their own reusable coffee cups at the event.

There will be a rinsing facility made available to patrons for cleaning re-usable cups.

Public Liability Insurance

For the duration of the event, all stallholders must hold public liability insurance for a minimum of twenty million dollars (\$20,000,000). You will be required to provide Council with a copy of your certificate of currency and immediately notify us if the insurance policy either lapses or is cancelled.

Fees & Cancellation

All stall fees must be paid in full prior to Thursday 17 April 2025. Any cancellations made prior to Friday 28 March 2025 will be entitled to a full refund. No refunds will be made after this date and applicants will be required to pay the stall fee in full.

Contact

City of Unley
Events Team



events@unley.sa.gov.au

Tel: 8273 8769



Stallholder Application Form
 Full Name of Applicant: _____
 Business Name: _____
 Business Address: _____
 ABN: _____
 Contact Person (on event day): _____
 Mobile (on event day): _____
 Phone: _____
 Email: _____
 Website: _____
 Facebook: _____
 Instagram: _____

Stall Description

Please provide a description of your product/service and details of what you intend to sell on the day:

If you are not a roaster, please let us know who supplies your coffee beans?

Would you like to offer any interactive activities or demonstrations from your stall? If so, please provide details:

Stall/Site Booking

Please note there are a strictly limited number of larger 6m x 3m stalls and vehicle spaces available, get in early to avoid disappointment. Earlybird rates are applicable until COB Friday 21 March 2025. All prices are exclusive of GST.

	3m x 3m stall	6m x 3m stall	Vehicle space/ food truck
EARLYBIRD Standard Fee	<input type="checkbox"/> \$550	<input type="checkbox"/> \$650	<input type="checkbox"/> \$350**
Standard Fee	<input type="checkbox"/> \$600	<input type="checkbox"/> \$700	<input type="checkbox"/> \$400**
EARLYBIRD Subsidised Fee*	<input type="checkbox"/> \$450	<input type="checkbox"/> \$550	N/A
Subsidised Fee*	<input type="checkbox"/> \$500	<input type="checkbox"/> \$600	N/A

* City of Unley businesses only

** Vehicle space/food truck site price is for a maximum 4x3m space, fees for additional space will need to be negotiated with the event organisers depending on the size of your setup.

Power

All stalls and sites include a maximum of 1 x 20 AMP and 2 x 10 AMP power connections.

Do you require additional power? Yes No

		No. required
<input type="checkbox"/> 32 AMP outlet	\$210	
<input type="checkbox"/> 25 AMP outlet	\$100	
<input type="checkbox"/> Additional 20 AMP outlet	\$60	
<input type="checkbox"/> Additional 10 AMP outlet	\$35	

Please list ALL items that you will be plugging in and required AMPS:

Electrical Item	Required AMPS

Hire of Stall Equipment

Would you like to hire any equipment through the event supplier?

Yes No

If yes, please indicate the number of each item you require below:

		No. required
<input type="checkbox"/> Standard 1.8m trestle	\$15	
<input type="checkbox"/> Black tablecloth to suit 1.8m trestle	\$20	
<input type="checkbox"/> Bistro chair	\$4	

*Price includes delivery and collection from your stall

Signage

All stalls include a standard 1220mm x 300mm corflute sign which includes your business name and logo.

Please indicate your signage preference:

Please issue me with a standard 1220 x 300mm corflute stall sign

I will organise customised signage at my own cost

Please write your stall name as you would like it to appear on your sign:

Competition Giveaways

There will be additional opportunities to promote your business by providing giveaways for competitions and participating in various pre-event promotional activities.

Would you like to be contacted about additional promotional opportunities that arise?

Yes No

Coffee Tasters

It is a condition of the event that all stallholders serving coffee provide free 4 oz coffee tasters (cups to be provided by the event packaging sponsor). Do you acknowledge and agree to this condition?

Yes No

Waste Management

It is a condition of the event that all food and beverage products are served in fully compostable/recyclable containers. Do you acknowledge and agree to this condition?

Yes No

Milk Sponsors

I agree to exclusively use the supplied dairy and alternative milks at the event, and to the sponsors contacting me to arrange stock and delivery logistics.

Yes No

Public Liability Insurance

I have public risk/ liability insurance to the value of \$20,000,000 and have attached a copy of the certificate of currency.

I am in the process of obtaining public risk/ liability insurance to the value of \$20,000,000 and agree to provide a copy of the certificate of currency to the City of Unley before COB Thursday 17 April 2025.

Images

Please email at least two high resolution jpg images of your products or a previous setup that you have had at an event, please note that these images may be used for promotional purposes. For those requesting a stall sign, you will also need to supply an EPS or high resolution jpg of your logo.

Yes, I have attached images of products or a previous event setup

Yes, I have attached my logo

Event Terms & Conditions

» All stall fees must be paid in full prior to Thursday 17 April 2025. Any cancellations made prior to Friday 28 March 2025 will be entitled to a full refund. No refunds will be made after this date and applicants will be required to pay the stall fee in full.

- » For the duration of the event, all stallholders must hold public liability insurance for a minimum of twenty million dollars (\$20,000,000). You will be required to provide Council with a copy of your certificate of currency and immediately notify us if the insurance policy either lapses or is cancelled.
- » Stallholders must present their stalls to a high standard and be set up and ready to trade by 8.45am on the day of the event and must not pack up before 4pm.
- » The City of Unley is not responsible for loss, theft, breakages or damages of any product or display or personal belongings brought to the event site.
- » Participants must take all reasonable precautions to avoid damage to the event site and must immediately notify the Council of damage to the area or any Council owned property located within or adjacent to the event site. Participants will be responsible for reimbursing Council for all its reasonable costs to repair or rectify any damages caused.
- » Stallholders must support the Council's Environmental Management policy for Council events. All takeaway packaging is to be fully compostable/recyclable, with front and back of house waste management in compliance with the requirements stipulated by Council. Plastic straws will not be permitted on site.
- » All electrical equipment and leads must be tested and tagged in accordance with Australian Standards and must be placed according to current legislation.
- » All LPG gas bottles provided by the stallholder must bear the applicable Australian Standards approved badge.
- » All food and/or drink vendors must provide an appropriately rated fire extinguisher that is fully charged with a current and stamped service tag.
- » Stallholders must exclusively use the dairy and alternative milks provided to you by the event sponsors.
- » The promotion of your business at the event will be limited to your allocated site and the immediate vicinity unless otherwise agreed in writing.
- » Stallholders must not arrange for any entertainment additional to that arranged by the Council.
- » Stallholders (other than the official event bar) must not serve any type of alcohol under any circumstances unless agreed in writing.
- » Food stallholders must adhere to the guidelines provided in the Food Safety at Outdoor Events Factsheet and understand that on the day of the event an Environmental Health Officer may inspect the food business at any time whilst in operation.
- » The City of Unley reserves the right to make final stallholder selection and submission of this application form does not guarantee or confirm participation until advised by the City of Unley.

Declaration

In completing this booking form, you agree to conduct your activities at the event in accordance with the Event Terms and Conditions.

Stallholder signature: _____

Full name: _____

Date: _____

Please complete and return this form before 5pm, Thursday 17 April 2025.

City of Unley Events Team

Tel: 8273 8769 | events@unley.sa.gov.au